Bachelor of Business / Bachelor of Creative Industries (IX34)

Year offered: 2011
Admissions: Yes
CRICOS code: 059596B
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $3,630 per semester (indicative)
International Fees (indicative): 2011: $10,625 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 409182
Past rank cut-off: 86
Past OP cut-off: 8
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and for Accountancy, Finance, Economics, and Marketing majors, Maths A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Head, Undergraduate Studies (Creative Industries); Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point and Kelvin Grove

Overview
This program consists of 16 creative industries units and 16 business units which are integrated so that you will study units from both areas each semester. You will undertake the Bachelor of Creative Industries core units as well as one creative industries major from animation; art and design history; creative and professional writing; dance; digital media; drama; entertainment industries; fashion; film, television and screen; interactive and visual design; journalism, media and communication; literary studies; or music.

Your business degree provides you with a broad base of business knowledge, and you will choose a major from accounting, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Course Design
This course is made up of 384 credit points. Each component (i.e. Business and Creative Industries) comprises 192 credit points.

The Business component is made up of 96 credit points of Business School core units and 96 credit points of units from a Business major. The Business majors are accountancy, advertising, economics, finance, human resource management, international business, management, marketing, public relations. Accountancy students will complete 10 major units and 6 Business School core units in order to meet professional recognition requirements.

The Creative Industries component is made up of 96 credit points of core units and a Creative Industries major (96 credit points).

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

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

Deferment
Domestic students can defer their offer in this course for one year. In exceptional circumstances up to 12 months of additional deferment may be granted.

Find out more on deferment.

Important Information for Business Students
QUT Business School rules and procedures are outlined in the Business Undergraduate Guidelines booklet. Other useful information can be found on the Student Services website.
Course structure for students commencing in 2011

### Year 1, Semester 1

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Creative Industries: People and Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT</td>
<td>Either KPB101 or KVB104:</td>
</tr>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>KVB104</td>
<td>Photomedia and Artistic Practice</td>
</tr>
</tbody>
</table>

### Year 1, Semester 2

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Strategic Speech Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB103</td>
<td>Creative Industries: Making Connections</td>
</tr>
</tbody>
</table>

### Year 2, Semester 1

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Creative Industries Major: First Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB221</td>
<td>Approaching Interdisciplinarity</td>
</tr>
</tbody>
</table>

### Year 2, Semester 2

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Creative Industries Major: Second Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB222</td>
<td>Interdisciplinarity in Practice</td>
</tr>
</tbody>
</table>

### Year 3, Semester 1

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Creative Industries Major: Third Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT</td>
<td>Creative Industries Major: Fourth Unit</td>
</tr>
</tbody>
</table>

### Year 3, Semester 2

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Creative Industries Major: Fifth Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT</td>
<td>Creative Industries Major: Sixth Unit</td>
</tr>
</tbody>
</table>

### Year 4, Semester 1

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Creative Industries Major: Seventh Unit</th>
</tr>
</thead>
</table>

### Year 4, Semester 2

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>Creative Industries Major: Eighth Unit</th>
</tr>
</thead>
</table>

Course structure for students who commenced in 2010

### Year 1, Semester 1

<table>
<thead>
<tr>
<th>Business Faculty Core Unit</th>
<th>Creative Industries: People and Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB101</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KPB101 or KVB104:</td>
</tr>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>KVB104</td>
<td>Photomedia and Artistic Practice</td>
</tr>
</tbody>
</table>

### Year 1, Semester 2

<table>
<thead>
<tr>
<th>Business Faculty Core Unit</th>
<th>Strategic Speech Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB103</td>
<td>Creative Industries: Making Connections</td>
</tr>
</tbody>
</table>

### Year 2, Semester 1

<table>
<thead>
<tr>
<th>Business Faculty Core Unit</th>
<th>Creative Industries Major: First Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB221</td>
<td>Approaching Interdisciplinarity</td>
</tr>
</tbody>
</table>

### Year 2, Semester 2

<table>
<thead>
<tr>
<th>Business Faculty Core Unit</th>
<th>Creative Industries Major: First Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB222</td>
<td>Interdisciplinarity in Practice</td>
</tr>
</tbody>
</table>

### Year 3, Semester 1

<table>
<thead>
<tr>
<th>Business Faculty Major Unit</th>
<th>Creative Industries Major: Second Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT</td>
<td>Creative Industries Major: Third Unit</td>
</tr>
</tbody>
</table>

### Year 3, Semester 2

<table>
<thead>
<tr>
<th>Business Faculty Major Unit</th>
<th>Creative Industries Major: Fourth Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT</td>
<td>Creative Industries Major: Third Unit</td>
</tr>
</tbody>
</table>

Published on: 13 June 2012
Year 3, Semester 2
Business Faculty Major Unit
SELECT Creative Industries Major: Fifth Unit
SELECT Creative Industries Major: Sixth Unit

Year 4, Semester 1
Business Faculty Major Unit
SELECT Creative Industries Major: Seventh Unit
SELECT A Transitions to New Professional Environments Unit

Year 4, Semester 2
Business Faculty Major Unit
SELECT Creative Industries Major: Eighth Unit
SELECT A Transitions to New Professional Environments Unit

Course structure for students who commenced in 2009

Year 1, Semester 1
Business Faculty Core Unit
KKB101 Creative Industries: People and Practices
SELECT Either KPB150 or KVB104:
KPB150 Foundations of Multi-platform Production
KVB104 Photomedia and Artistic Practice

Year 1, Semester 2
Business Faculty Core Unit
KKB102 Creative Industries: Making Connections

Year 2, Semester 1
Business Faculty Core Unit
KKB221 Approaching Interdisciplinarity
SELECT Creative Industries Major: First Unit

Year 2, Semester 2
Business Faculty Core Unit

Year 3, Semester 1
Business Faculty Major Unit
SELECT Creative Industries Major: Third Unit
SELECT Creative Industries Major: Fourth Unit

Year 3, Semester 2
Business Faculty Major Unit
SELECT Creative Industries Major: Fifth Unit
SELECT Creative Industries Major: Sixth Unit

Year 4, Semester 1
Business Faculty Major Unit
SELECT Creative Industries Major: Seventh Unit
SELECT A Transitions to New Professional Environments Unit

Year 4, Semester 2
Business Faculty Major Unit
SELECT Creative Industries Major: Eighth Unit
SELECT A Transitions to New Professional Environments Unit

Communication Design course structure for students who commenced in 2008

Year 1, Semester 1
KKB101 Creative Industries: People and Practices
KIB101 Visual Communication

Year 1, Semester 2
KKB102 Creative Industries: Making Connections
KIB102 Visual Interactions

Year 2, Semester 1
KKB102 Creative Industries: Making Connections
KIB103 Introduction to Web Design and Development

Year 2, Semester 2
SELECT A Creative Industries Unit Option
KIB104 Digital Media
<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
<th>Year 3, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB214 Design for Interactive Media</td>
<td>SELECT A Creative Industries Unit Option</td>
</tr>
<tr>
<td>SELECT Either KIB230 or KKB216:</td>
<td>KWB207 Great Books: Creative Writing Classics</td>
</tr>
<tr>
<td>KIB230 Interface and Information Design</td>
<td>Year 3, Semester 2</td>
</tr>
<tr>
<td>KKB216 Graphical Development Environments for Media Interaction</td>
<td>SELECT A Creative Industries Unit Option</td>
</tr>
<tr>
<td>KIB216 Advanced Web Design</td>
<td>KWB206 Youth and Children's Writing</td>
</tr>
<tr>
<td>SELECT Either KIB205 or KVB204:</td>
<td>Year 4, Semester 1</td>
</tr>
<tr>
<td>KIB205 Programming for Visual Designers and Artists</td>
<td>KWB211 Stylistics and Poetics</td>
</tr>
<tr>
<td>KVB204 Graphic Design</td>
<td>KWB313 Novel and Memoir</td>
</tr>
<tr>
<td>KIB216 Contemporary Issues in Digital Media</td>
<td>Year 4, Semester 2</td>
</tr>
<tr>
<td>SELECT Either KIB309 or KIB335:</td>
<td>SELECT A Creative Industries Unit Option</td>
</tr>
<tr>
<td>KIB309 Embodied Interactions</td>
<td>KWB303 Writing and Publishing Industry</td>
</tr>
<tr>
<td>KIB335 Typography and Illustration</td>
<td>Dance course structure for students who commenced in 2008</td>
</tr>
<tr>
<td>KIB322 Design Project</td>
<td>Year 1, Semester 1</td>
</tr>
<tr>
<td>SELECT Either KIB314 or KKB338:</td>
<td>KDB103 Dance Technique Studies 1</td>
</tr>
<tr>
<td>KIB314 Tangible Media</td>
<td>KKB101 Creative Industries: People and Practices</td>
</tr>
<tr>
<td>KIB338 Print Media</td>
<td>Year 1, Semester 2</td>
</tr>
<tr>
<td>Creative Writing course structure for students who commenced in 2008</td>
<td>KDB104 Dance Technique Studies 2</td>
</tr>
<tr>
<td>KKB101 Creative Industries: People and Practices</td>
<td>KKB102 Creative Industries: Making Connections</td>
</tr>
<tr>
<td>KWB101 Introduction to Creative Writing</td>
<td>Year 2, Semester 1</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
<td>KDB105 Architecture of the Body</td>
</tr>
<tr>
<td>KKB102 Creative Industries: Making Connections</td>
<td>KDB213 Dance Technique Studies 3</td>
</tr>
<tr>
<td>KWB104 Creative Writing: the Short Story</td>
<td>Year 2, Semester 2</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>KDB107 Choreographic Studies 1</td>
</tr>
<tr>
<td>KWB103 Persuasive Writing</td>
<td>KDB214 Dance Technique Studies 4</td>
</tr>
<tr>
<td>KWB107 Creative Non-Fiction</td>
<td>Year 3, Semester 1</td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
<td>KDB110 Deconstructing Dance in History</td>
</tr>
<tr>
<td>KWB102 Media Writing</td>
<td>KDB207-1 Choreographic Studies 2</td>
</tr>
<tr>
<td>SELECT Either KJB224 or KWB106:</td>
<td>Year 3, Semester 2</td>
</tr>
<tr>
<td>KJB224 Feature Writing</td>
<td>KDB106 Dance Analysis</td>
</tr>
<tr>
<td>KWB106 Corporate Writing and Editing</td>
<td>KDB207-2 Choreographic Studies 2</td>
</tr>
<tr>
<td></td>
<td>KDB208 Integrated Professional Skills</td>
</tr>
<tr>
<td></td>
<td>Year 4, Semester 1</td>
</tr>
<tr>
<td></td>
<td>SELECT A Creative Industries Unit Option</td>
</tr>
<tr>
<td></td>
<td>KDB108 World Dance</td>
</tr>
<tr>
<td>Year 4, Semester 2</td>
<td></td>
</tr>
</tbody>
</table>
### Drama course structure for students who commenced in 2008

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td></td>
<td>KTB101</td>
<td>20th Century Performance</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td></td>
<td>KTB104</td>
<td>Performance Innovation</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>KTB102</td>
<td>Process Drama</td>
</tr>
<tr>
<td></td>
<td>KTB103</td>
<td>Performing Skills 1: Character and Scene</td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
<td>KTB105</td>
<td>Production 1: Story Making</td>
</tr>
<tr>
<td></td>
<td>KTB106</td>
<td>Performing Skills 2: Style and Form</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td>SELECT</td>
<td>A Creative Industries Unit Option</td>
</tr>
<tr>
<td></td>
<td>KTB206</td>
<td>The Creating Body</td>
</tr>
<tr>
<td>Year 3, Semester 2</td>
<td>SELECT</td>
<td>A Creative Industries Unit Option</td>
</tr>
<tr>
<td></td>
<td>KTB207</td>
<td>Staging Australia</td>
</tr>
<tr>
<td>Year 4, Semester 1</td>
<td>KTB204</td>
<td>Understanding Performance</td>
</tr>
<tr>
<td></td>
<td>KTB301</td>
<td>Performing Self</td>
</tr>
<tr>
<td>Year 4, Semester 2</td>
<td>KTB303</td>
<td>Production 3: Interpreting and Adapting</td>
</tr>
<tr>
<td></td>
<td>KTB305</td>
<td>The Entrepreneurial Artist</td>
</tr>
</tbody>
</table>

### Media and Communication course structure for students who commenced in 2008

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td></td>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td></td>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>KKB221</td>
<td>Approaching Interdisciplinarity</td>
</tr>
<tr>
<td>SELECT</td>
<td>Creative Industries co-major: First Unit</td>
<td></td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
<td>KKB222</td>
<td>Interdisciplinarity in Practice</td>
</tr>
<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Second Unit</td>
<td></td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td>SELECT</td>
<td>Creative Industries co-major: Third Unit</td>
</tr>
<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Fourth Unit</td>
<td></td>
</tr>
<tr>
<td>Year 3, Semester 2</td>
<td>SELECT</td>
<td>Creative Industries co-major: Fifth Unit</td>
</tr>
<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Sixth Unit</td>
<td></td>
</tr>
<tr>
<td>Year 4, Semester 1</td>
<td>SELECT</td>
<td>Transitions to New Professional Environment Unit</td>
</tr>
<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Seventh Unit</td>
<td></td>
</tr>
<tr>
<td>Year 4, Semester 2</td>
<td>SELECT</td>
<td>Transitions to New Professional Environment Unit</td>
</tr>
<tr>
<td>SELECT</td>
<td>Creative Industries co-major: Eighth Unit</td>
<td></td>
</tr>
</tbody>
</table>

### Interdisciplinary course structure for students who commenced in 2008

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td>KKB101</td>
<td>Creative Industries: People and Practices</td>
</tr>
<tr>
<td>SELECT</td>
<td>Either KPB101 or KVB104:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
<td>KKB102</td>
<td>Creative Industries: Making Connections</td>
</tr>
<tr>
<td></td>
<td>KCB101</td>
<td>Introduction to Media and Communication: Texts</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>KCB102</td>
<td>Media Myth Busting 1</td>
</tr>
<tr>
<td></td>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
</tbody>
</table>
### Year 2, Semester 2
- **KCB105**  Media Myth Busting 2
- **KCB202**  New Media 2: Applications and Implications

### Year 3, Semester 1
- **KCB201**  New Media 1: Information and Knowledge
- **KCB304**  Designing Communication Resources
  
  *Note: KCB201 will no longer be offered after 2010. Please refer to the 2010 course structure for the equivalent new unit.*

### Year 3, Semester 2
- **KCB203**  Consumption Matters: Consumer Cultures and Identity
- **SELECT**  Either KCB205 or a Creative Industries Unit Option:
  - **KCB205**  Professional Communication
    - A Creative Industries Unit Option

### Year 4, Semester 1
- **KCB301**  Media Audiences
- **KCB302**  Political Communication

### Year 4, Semester 2
- **KCB303**  Brisbane Media Map
- **SELECT**  Either KKB341, KKB343, KKB345 or a Creative Industries Unit Option:
  - **KKB341**  Creative Industries Internship 1
  - **KKB343**  Service Learning 1
  - **KKB345**  Creative Industries Project 1
    - A Creative Industries Unit Option

### Year 2, Semester 1
- **KMB130**  Core Musicianship 1
- **SELECT**  Either KMB110 or KMB120:
  - **KMB110**  Music Production 1
  - **KMB120**  Music Performance 1

### Year 3, Semester 1
- **SELECT**  A Music Unit Option (List A)
  - **KMB214-1**  Music and Sound: Principal Study A

### Year 3, Semester 2
- **SELECT**  A Music Unit Option (List B)
  - **KMB214-2**  Music and Sound: Principal Study A

### Year 4, Semester 1
- **SELECT**  A Creative Industries Unit Option
- **SELECT**  A Music Unit Option (List A)

### Year 4, Semester 2
- **SELECT**  A Creative Industries Unit Option
- **SELECT**  A Music Unit Option (List B)

### LIST A: Music Unit Options
- **KMB003**  Sex Drugs Rock ‘N’ Roll
- **KMB004**  World Music
- **KMB108**  Sound Recording and Acoustics
- **KMB113**  Multi-Instrumental Music A
- **KMB119**  Music and Sound Production 1
- **KMB122**  Music and Sound Concepts 1
- **KMB200**  Music Scenes and Subcultures
- **KMB209**  Conducting
- **KMB213**  Multi-Instrumental Music B

  *Note: KMB206 and KMB207 are permitted to count as List A Music Unit Options if completed in 2010 or earlier.*

### LIST B: Music Unit Options
- **KMB002**  Music and Spirituality
- **KMB107**  Sound, Image, Text

---

*Music course structure for students who commenced in 2008*
**KMB108**  Sound Recording and Acoustics  
**KMB129**  Music and Sound Production 2  
**KMB132**  Music and Sound Concepts 2  
**KMB212**  Arranging  
**KMB252**  Multi-Platform Sound Design  
**KMB301**  The Music Industry  

Note: KMB106, KMB205 and KMB208 are permitted to count as List B Music Unit Options if completed in 2010 or earlier.

### Sound Design course structure for students who commenced in 2008

#### Year 1, Semester 1
- **KKB101**: Creative Industries: People and Practices  
- **KMB105**: Music and Sound Technology

#### Year 1, Semester 2
- **KKB102**: Creative Industries: Making Connections  
- **KMB106**: Music and Sound for Multimedia  
  
  *Please note: KMB106 will be discontinued at the end of 2010 and replaced by KMB252.*

#### Year 2, Semester 1
- **KMB104**: Music and Sound Skills  
- **KMB110**: Music Production 1

#### Year 2, Semester 2
- **KMB107**: Sound, Image, Text  
- **KMB111**: Music Production 2

#### Year 3, Semester 1
- **SELECT**: A Sound Design Unit Option (List A)  
- **KMB214-1**: Music and Sound: Principal Study A

#### Year 3, Semester 2
- **KMB205**: Sound Media Musicianship  
- **KMB214-2**: Music and Sound: Principal Study A

#### Year 4, Semester 1
- **SELECT**: A Creative Industries Unit Option  
- **SELECT**: A Creative Industries Unit Option

#### Year 4, Semester 2
- **KMB301**: The Music Industry  
- **SELECT**: A Sound Design Unit Option (List B)

---

**LIST A: Sound Design Unit Options**
- **KIB103**: Introduction to Web Design and Development  
- **KIB108**: Animation History and Practices  
- **KMB003**: Sex Drugs Rock 'N' Roll  
- **KMB004**: World Music

**LIST B: Sound Design Unit Options**
- **KCB207**: Exploring New Media Worlds  
- **KIB104**: Digital Media  
- **KIB105**: Animation and Motion Graphics  
- **KPB101**: Introduction to Film, TV and New Media Production

### Television course structure for students who commenced in 2008

#### Year 1, Semester 1
- **KKB101**: Creative Industries: People and Practices  
- **KPB101**: Introduction to Film, TV and New Media Production

#### Year 1, Semester 2
- **KKB102**: Creative Industries: Making Connections  
- **KPB104**: Film and Television Production Resource Management

#### Year 2, Semester 1
- **KPB106**: Australian Television  
- **KWB102**: Media Writing

#### Year 2, Semester 2
- **SELECT**: A Creative Industries Unit Option  
- **KPB107**: Television's Greatest Hits

#### Year 3, Semester 1
- **KCB301**: Media Audiences  
- **KPB202**: Film and Television Business Skills: Entrepreneurship and Investment

#### Year 3, Semester 2
- **KKB175**: Creative Industries Legal Issues  
- **KPB207**: Film and Television Scriptwriting

#### Year 4, Semester 1
- **KPB302**: Project Development and Script Editing for TV and Film  
- **KPB303**: Critical Thinking About Television
### Communication Design course structure for students who commenced in 2007

#### Year 1, Semester 1
- **SELECT** A Creative Industries Core Unit
  - KIB101 Visual Communication

#### Year 1, Semester 2
- **SELECT** A Creative Industries Core Unit
  - KIB102 Visual Interactions

#### Year 2, Semester 1
- **SELECT** A Creative Industries Unit Option
  - KIB103 Introduction to Web Design and Development

#### Year 2, Semester 2
- **SELECT** A Creative Industries Unit Option
  - KIB104 Digital Media

#### Year 3, Semester 1
- KIB214 Design for Interactive Media
- **SELECT** Either KIB230 or KKB216:
  - KIB230 Interface and Information Design
  - KKB216 Graphical Development Environments for Media Interaction

#### Year 3, Semester 2
- KIB216 Advanced Web Design
- **SELECT** Either KIB205 or KVB204:
  - KIB205 Programming for Visual Designers and Artists
  - KVB204 Graphic Design

#### Year 4, Semester 1
- KIB315 Contemporary Issues in Digital Media
- **SELECT** Either KIB309 or KIB335:
  - KIB309 Embodied Interactions
  - KIB335 Typography and Illustration

#### Year 4, Semester 2
- KIB322 Design Project
- **SELECT** Either KIB314 or KKB338:
  - KIB314 Tangible Media
  - KKB338 Print Media

---

### Creative Writing course structure for students who commenced in 2007

#### Year 1, Semester 1
- **SELECT** A Creative Industries Core Unit
  - KWB101 Introduction to Creative Writing

#### Year 1, Semester 2
- **SELECT** A Creative Industries Core Unit
  - KWB104 Creative Writing: the Short Story

#### Year 2, Semester 1
- KWB107 Creative Non-Fiction
- **SELECT** Either KWB102 or KWB103:
  - KWB102 Media Writing
  - KWB103 Persuasive Writing

#### Year 2, Semester 2
- KWB204 Writing for Performance
- **SELECT** Either KJB224 or KWB106:
  - KJB224 Feature Writing
  - KWB106 Corporate Writing and Editing

#### Year 3, Semester 1
- **SELECT** A Creative Industries Unit Option
  - KWB207 Great Books: Creative Writing Classics

#### Year 3, Semester 2
- **SELECT** A Creative Industries Unit Option
  - KWB206 Youth and Children's Writing

#### Year 4, Semester 1
- KWB211 Stylistics and Poetics
- KWB313 Novel and Memoir

#### Year 4, Semester 2
- KWB205 Creative Writing Project 1
- KWB303 Writing and Publishing Industry

### NOTES:

* If you have done both KWB204 Creative Non-Fiction: Life Writing and KWB203 Creative Writing: The Novel then you cannot enroll in KWB313 Novel and Memoir. But if you have completed only one of KWB204 Creative Non-Fiction: Life Writing or KWB203 Creative Writing: The Novel, you can and must do KWB313 Novel and Memoir.
Dance course structure for students who commenced in 2007

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td>KDB103</td>
<td>Dance Technique Studies 1</td>
</tr>
<tr>
<td></td>
<td>SELECT</td>
<td>A Creative Industries Core Unit</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
<td>KDB104</td>
<td>Dance Technique Studies 2</td>
</tr>
<tr>
<td></td>
<td>SELECT</td>
<td>A Creative Industries Core Unit</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>KDB105</td>
<td>Architecture of the Body</td>
</tr>
<tr>
<td></td>
<td>KDB213</td>
<td>Dance Technique Studies 3</td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
<td>KDB107</td>
<td>Choreographic Studies 1</td>
</tr>
<tr>
<td></td>
<td>KDB214</td>
<td>Dance Technique Studies 4</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td>KDB110</td>
<td>Deconstructing Dance in History</td>
</tr>
<tr>
<td></td>
<td>KTB207-1</td>
<td>Choreographic Studies 2</td>
</tr>
<tr>
<td>Year 3, Semester 2</td>
<td>KDB106</td>
<td>Dance Analysis</td>
</tr>
<tr>
<td></td>
<td>KTB207-2</td>
<td>Choreographic Studies 2</td>
</tr>
<tr>
<td></td>
<td>KTB208</td>
<td>Integrated Professional Skills</td>
</tr>
<tr>
<td>Year 4, Semester 1</td>
<td>SELECT</td>
<td>A Creative Industries Unit Option</td>
</tr>
<tr>
<td></td>
<td>KTB104</td>
<td>Performance Innovation</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>KTB102</td>
<td>Process Drama</td>
</tr>
<tr>
<td></td>
<td>KTB103</td>
<td>Performing Skills 1: Character and Scene</td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
<td>KTB105</td>
<td>Production 1: Story Making</td>
</tr>
<tr>
<td></td>
<td>KTB106</td>
<td>Performing Skills 2: Style and Form</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td>SELECT</td>
<td>A Creative Industries Unit Option</td>
</tr>
<tr>
<td></td>
<td>KTB206</td>
<td>The Creating Body</td>
</tr>
<tr>
<td>Year 3, Semester 2</td>
<td>SELECT</td>
<td>A Creative Industries Unit Option</td>
</tr>
<tr>
<td></td>
<td>KTB207</td>
<td>Staging Australia</td>
</tr>
<tr>
<td>Year 4, Semester 1</td>
<td>KTB204</td>
<td>Understanding Performance</td>
</tr>
<tr>
<td></td>
<td>KTB301</td>
<td>Performing Self</td>
</tr>
<tr>
<td>Year 4, Semester 2</td>
<td>KTB303</td>
<td>Production 3: Interpreting and Adapting</td>
</tr>
<tr>
<td></td>
<td>KTB305</td>
<td>The Entrepreneurial Artist</td>
</tr>
</tbody>
</table>

Drama course structure for students who commenced in 2007

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td>SELECT</td>
<td>A Creative Industries Core Unit</td>
</tr>
<tr>
<td></td>
<td>KTB101</td>
<td>20th Century Performance</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
<td>SELECT</td>
<td>A Creative Industries Core Unit</td>
</tr>
</tbody>
</table>

Interdisciplinary course structure for students who commenced in 2007

<table>
<thead>
<tr>
<th>Year, Semester</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1, Semester 1</td>
<td>SELECT</td>
<td>A Creative Industries Core Unit</td>
</tr>
<tr>
<td></td>
<td>SELECT</td>
<td>Sub-Major 1: First Unit</td>
</tr>
<tr>
<td>Year 1, Semester 2</td>
<td>SELECT</td>
<td>A Creative Industries Core Unit</td>
</tr>
<tr>
<td></td>
<td>SELECT</td>
<td>Sub-Major 1: Second Unit</td>
</tr>
<tr>
<td>Year 2, Semester 1</td>
<td>SELECT</td>
<td>Sub-Major 1: Third Unit</td>
</tr>
<tr>
<td></td>
<td>SELECT</td>
<td>Sub-Major 2: First Unit</td>
</tr>
<tr>
<td>Year 2, Semester 2</td>
<td>SELECT</td>
<td>Sub-Major 1: Fourth Unit</td>
</tr>
<tr>
<td></td>
<td>SELECT</td>
<td>Sub-Major 2: Second Unit</td>
</tr>
<tr>
<td>Year 3, Semester 1</td>
<td>SELECT</td>
<td>Sub-Major 3: Final Unit</td>
</tr>
</tbody>
</table>
SELECT Sub-Major 1: Fifth Unit
SELECT Sub-Major 2: Third Unit

Year 3, Semester 2
SELECT Sub-Major 1: Sixth Unit
SELECT Sub-Major 2: Fourth Unit

Year 4, Semester 1
SELECT A Creative Industries Unit Option
SELECT Sub-Major 2: Fifth Unit

Year 4, Semester 2
SELECT A Creative Industries Unit Option
SELECT Sub-Major 2: Sixth Unit

Please note: At least eight of your sub-major units must be K-coded units

Media and Communication course structure for students who commenced in 2007

Year 1, Semester 1
KCB101 Introduction to Media and Communication: Texts
SELECT A Creative Industries Core Unit

Year 1, Semester 2
KCB104 Media and Communications: Industries
SELECT A Creative Industries Core Unit

Year 2, Semester 1
KCB102 Media Myth Busting 1
KCB103 Strategic Speech Communication

Year 2, Semester 2
KCB105 Media Myth Busting 2
KCB202 New Media 2: Applications and Implications

Year 3, Semester 1
KCB201 New Media 1: Information and Knowledge
KCB302 Political Communication

Year 3, Semester 2
KCB203 Consumption Matters: Consumer Cultures and Identity
KCB304 Designing Communication Resources

Year 4, Semester 1
KCB301 Media Audiences
SELECT Either KCB205 or a Creative Industries Unit Option:
KCB205 Professional Communication
A Creative Industries Unit Option

Year 4, Semester 2
KCB303 Brisbane Media Map
SELECT Either KKB341, KKB343, KKB345 or a Creative Industries Unit Option:
KKB341 Creative Industries Internship 1
KKB343 Service Learning 1
KKB345 Creative Industries Project 1
A Creative Industries Unit Option

Music course structure for students who commenced in 2007

Year 1, Semester 1
SELECT A Creative Industries Core Unit
SELECT Either KMB003 or KMB005-1:
KMB003 Sex Drugs Rock 'N' Roll
KMB005-1 Group Music

Year 1, Semester 2
SELECT A Creative Industries Core Unit
KMB105 Music and Sound Technology
SELECT KMB005-2 if KMB005-1 was completed in semester 1:
KMB005-2 Group Music

Year 2, Semester 1
KMB130 Core Musicianship 1
SELECT Either KMB110 or KMB120:
KMB110 Music Production 1
KMB120 Music Performance 1

Year 2, Semester 2
KMB131 Core Musicianship 2
SELECT Either KMB111 or KMB121:
KMB111 Music Production 2
KMB121 Music Performance 2

Year 3, Semester 1
SELECT A Music Unit Option (List A)
KMB214-1 Music and Sound: Principal Study A
<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT A Creative Industries Core Unit</td>
</tr>
<tr>
<td>KMB106 Music and Sound for Multimedia</td>
</tr>
<tr>
<td>*Please note: KMB106 will be discontinued at the end of 2010 and replaced by KMB252.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMB104 Music and Sound Skills</td>
</tr>
<tr>
<td>KMB110 Music Production 1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 2, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMB107 Sound, Image, Text</td>
</tr>
<tr>
<td>KMB111 Music Production 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT A Sound Design Unit Option (List A)</td>
</tr>
<tr>
<td>KMB214-1 Music and Sound: Principal Study A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMB205 Sound Media Musicianship</td>
</tr>
<tr>
<td>KMB214-2 Music and Sound: Principal Study A</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT A Creative Industries Unit Option</td>
</tr>
<tr>
<td>SELECT A Creative Industries Unit Option</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMB301 The Music Industry</td>
</tr>
<tr>
<td>SELECT A Sound Design Unit Option (List B)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIST A: Sound Design Unit Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB103 Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KIB108 Animation History and Practices</td>
</tr>
<tr>
<td>KMB003 Sex Drugs Rock 'N' Roll</td>
</tr>
<tr>
<td>KMB004 World Music</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIST B: Sound Design Unit Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB207 Exploring New Media Worlds</td>
</tr>
<tr>
<td>KIB104 Digital Media</td>
</tr>
<tr>
<td>KIB105 Animation and Motion Graphics</td>
</tr>
<tr>
<td>KPB101 Introduction to Film, TV and New Media Production</td>
</tr>
</tbody>
</table>

Sound Design course structure for students who commenced in 2007

<table>
<thead>
<tr>
<th>Year 1, Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT A Creative Industries Core Unit</td>
</tr>
<tr>
<td>KMB105 Music and Sound Technology</td>
</tr>
</tbody>
</table>

Television course structure for students who commenced in 2007

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>SELECT A Creative Industries Core Unit</td>
</tr>
<tr>
<td>KMB105 Music and Sound Technology</td>
</tr>
</tbody>
</table>
SELECT A Creative Industries Core Unit  
KPB101 Introduction to Film, TV and New Media Production 

Year 1, Semester 2  
SELECT A Creative Industries Core Unit  
KPB104 Film and Television Production Resource Management 

Year 2, Semester 1  
KPB106 Australian Television  
KWB102 Media Writing 

Year 2, Semester 2  
SELECT A Creative Industries Elective  
KPB107 Television's Greatest Hits 

Year 3, Semester 1  
KCB301 Media Audiences  
KPB202 Film and Television Business Skills: Entrepreneurship and Investment 

Year 3, Semester 2  
KKB175 Creative Industries Legal Issues  
KPB207 Film and Television Scriptwriting 

Year 4, Semester 1  
KPB302 Project Development and Script Editing for TV and Film  
KPB303 Critical Thinking About Television 

Year 4, Semester 2  
SELECT A Creative Industries Unit Option  
KPB304 Television Practice 

Visual Arts course structure for students who commenced in 2007  

Year 1, Semester 1  
SELECT A Creative Industries Core Unit  
KVB100 Research and Creativity in the Visual Arts 

Year 1, Semester 2  
SELECT A Creative Industries Core Unit  
KVB104 Photomedia and Artistic Practice 

Year 2, Semester 1  
KVB102 Modernism 

KVB110 2D Media and Processes 

Year 2, Semester 2  
SELECT A Creative Industries Elective  
KVB111 3D Media and Processes 

Year 3, Semester 1  
KVB200 Exhibition and Display in the Visual Arts  
KVB213 Graphic Investigation 

Year 3, Semester 2  
KVB103 Australian Art  
KVB211 Post 1945 Art 

Year 4, Semester 1  
SELECT A Creative Industries Unit Option  
SELECT Either KVB212 or KVB304:  
KVB212 Australian Art, Architecture and Design  
KVB304 Contemporary Art Issues 

Year 4, Semester 2  
KVB306 Video Art and Culture  
SELECT Either KVB108 or KVB307:  
KVB108 Contemporary Asian Visual Culture  
KVB307 Theories of Spatial Culture 

Creative Industries Major Options 

INSTRUCTIONS FOR MAJORS  
Please refer to the following study sequences to plan your program. You must complete 96 credit points (normally eight 12 credit point subjects) from the specified units to achieve a major, following semester of offer and unit requisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these majors and/or minors and are also mandatory elsewhere in your course can not contribute towards the completion of these majors and/or minors. Any unit(s) that appear in multiple majors and/or minors can only contribute towards the completion of one of these majors or minors. 

Animation  
Description: This major provides you with important skills in the skills, principles, concepts and history of animation. Beginning with drawing for animation and an exploration of the history of the animation industry and its practices, you will then apply this knowledge to current and emerging fields within the animation industry including motion graphics,
3D modelling and animation, real-time 3D and character animation. Through the creation of an interactive virtual environment you will be given the opportunity to refine your skills and expand your knowledge of the 3D animation industry.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KIB105 Animation and Motion Graphics
KIB108 Animation History and Practices
KIB203 Introduction to 3D Computer Graphics
KIB220 Animation Production
KIB221 Animation: CG Toolkit
KIB225 Character Development, Conceptual Design and Animation Layout
KIB316 Virtual Environments
KIB325 Real-Time 3D Computer Graphics
KVB105 Drawing for Design
KVB106 Drawing for Animation

Art and Design History
Description: This major equips you with the educational base necessary for a career in the arts professions, such as curatorial work, art criticism and arts administration. It offers a coherent and sequential set of units that provide a platform for a research-based study of the visual arts, design and architecture. In conjunction with further study, this major will assist in preparing you for work as a professional in these disciplines.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

DAB325 Architecture in the 20th Century
DAB420 Architecture, Culture and Space
DEB202 Introducing Design History
KVB102 Modernism
KVB103 Australian Art
KVB108 Contemporary Asian Visual Culture
KVB211 Post 1945 Art
KVB212 Australian Art, Architecture and Design
KVB304 Contemporary Art Issues
KVB306 Video Art and Culture

Creative and Professional Writing
Description: The aim of this major is to prepare students to graduate with adequate skills and knowledge in the area of creative and professional writing; to provide a thorough grounding in a variety of genres that include fiction, creative non-fiction, media writing and corporate writing and editing, thereby equipping graduates with the versatility required of professional writers; to enhance the critical, analytical and peer-reviewing skills of students; to provide an understanding of creative writing in its social and generic contexts.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

Instructions: Of the eight units you need to complete, you must select at least three units coded 200 or above.

KWB101 Introduction to Creative Writing
KWB102 Media Writing
KWB103 Persuasive Writing
KWB104 Creative Writing: the Short Story
KWB106 Corporate Writing and Editing
KWB107 Creative Non-Fiction
KWB206 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB211 Stylistics and Poetics
KWB303 Writing and Publishing Industry
KWB313 Novel and Memoir

Dance Studies
Description: This major aims to provide a broad grounding in practical and theoretical aspects of dance. You will gain skills in contemporary dance, ballet, commercially driven genres, choreography and critical thinking and writing together with an understanding of the social and historical context of ballet, contemporary dance, and popular and world dance.

Assumed Knowledge: Previously acquired knowledge or skill IS required for you to undertake this major. It is essential that you be physically able, fit and have basic knowledge in a dance technique, either ballet, jazz or contemporary dance.

Instructions: Of the eight units you need to complete, you must select at least two units coded 200 or above.

KDB103 Dance Technique Studies 1
KDB104 Dance Technique Studies 2
KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB107 Choreographic Studies 1
KDB108 World Dance
KDB109 Funk, Tap and all that Jazz
KDB110  Deconstructing Dance in History
KDB204  Australian Dance
KDB205  Dance in Education
KDB225  Music Theatre Skills

*Please note that the Dance Studies major in the Bachelor of Creative Industries is NOT a pathway to secondary dance teaching.

Digital Media
Description: Online and interactive technologies now dominate creative and professional life. This major provides you with the opportunity to develop websites, multimedia projects, wikis and blogs, as well as allowing you to understand the guiding principals behind these new modes of communication and creative practice.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KCB101  Introduction to Media and Communication: Texts
SELECT Either KCB102 or KJB101:
KCB102  Media Myth Busting 1
KJB101  Digital Journalism
SELECT Either KCB104 or KPB110:
KCB104  Media and Communications: Industries
KPB110  The Movie, TV & New Media Business
KCB206  New Media: Internet, Self and Beyond
KCB207  Exploring New Media Worlds
KCB203  Consumption Matters: Consumer Cultures and Identity
KIB101  Visual Communication
KIB103  Introduction to Web Design and Development
KVB306  Video Art and Culture

Drama
Description: The major offers a balance of performance theory and practice. It is designed as a learning sequence, beginning with introductory concepts and practices, through intermediate and on to advanced learning. Underpinning the major is a twin focus on contemporary performance-making and events management. Both of these areas are balanced by studies in theatre history and theory. Core topics include acting; directing; twentieth-century performance theory and practice; and events management.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KDB225  Music Theatre Skills
KTB101  20th Century Performance
KTB103  Performing Skills 1: Character and Scene
KTB104  Performance Innovation
KTB106  Performing Skills 2: Style and Form
KTB204  Understanding Performance
KTB207  Staging Australia
KTB210  Creative Industries Management
KTB211  Creative Industries Events and Festivals
KTB305  The Entrepreneurial Artist
KTB306  Directing for Performance Events and Festivals

Entertainment Industries
Description: On completion of this major, you will be able to demonstrate the knowledge and skills required to pursue a career in the Entertainment Industry. These include an understanding of the characteristics of mainstream commercial culture that appeal to large audiences; an understanding both of business and creative processes; an ability to balance the two of these; and an awareness of historical and current Entertainment content and business.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

SELECT Either BSB126 or KPB101 (BSB126 is mandatory unless you are already undertaking it as part of another study package):
BSB126  Marketing
KPB101  Introduction to Film, TV and New Media Production
AMB207  Entertainment Marketing
KXB101  Introduction to Entertainment
KXB102  Global Entertainment
KXB201  Entertainment Practice: Balancing Creativity and Business
KXB301  Entertainment Industries Map
LWS008  Entertainment Law
LWS009  Introduction to Law

Note: LWS009 will first be offered in semester 2 2011. KXB301 and LWS008 will first be offered in semester 1 2012. AMB200, KCB301 or KWB102 will be permitted to count towards this study package if completed in 2010 or earlier.

Fashion
Description: This major has been designed to offer a mix of theoretical and practical units.
The theory units will develop your knowledge and understanding of the history, industry and consumption of fashion and will introduce you to the critical legal issues surrounding the production and distribution of fashion. The practical units provide you with a variety of options to develop fashion related skills focusing on textile design, portfolio development and fashion journalism.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KCB203  Consumption Matters: Consumer Cultures and Identity
KFB103  Introduction to Fashion
KFB106  Unspeakable Beauty: A History of Fashion and Style
KFB107  Drawing for Fashion
KFB205  Fashion and Style Journalism
KFB206  Fashion and Modernity
KFB207  Contemporary Fashion
KFB208  Fashion Portfolio
KFB209  Ragtrade: Wholesaling Fashion
KFB304  Fashion, Law and the Real World
KVB213  Graphic Investigation

**Film, Television and Screen**

Description: The aim of this major is to provide students with a range of understandings in the theory and practice of film, television and screen. This study area aims to enhance creative, technical and organisational abilities as well as building story telling and communication skills.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KPB101  Introduction to Film, TV and New Media Production
KPB104  Film and Television Production Resource Management
KPB105  Narrative Production
KPB109  Film and TV History
KPB110  The Movie, TV & New Media Business
KPB112  TV and Film Genres
KPB113  TV and Film Text Analysis
KPB202  Film and Television Business Skills: Entrepreneurship and Investment
KPB205  Documentary Theory and Practice
KPB206  International Cinema
KPB212  Australian Film and TV

KPB303  Critical Thinking About Television
KPB313  How to be a Producer

* Please note: KPB203 is permitted to count towards this unit set.

**Interactive and Visual Design**

Description: This major will provide you with the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media. You will learn how to design effectively for print and electronic media, Web and mobile media and computer games and become equipped with a versatile set of design practices to support you to enter careers in marketing, web design, electronic publishing, interaction design and the creative aspects of game design.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KIB101  Visual Communication
KIB102  Visual Interactions
KIB103  Introduction to Web Design and Development
KIB104  Digital Media
KIB214  Design for Interactive Media
KIB216  Advanced Web Design
KIB230  Interface and Information Design
KIB315  Contemporary Issues in Digital Media
KVB105  Drawing for Design
KVB204  Graphic Design

**Journalism, Media and Communication**

Description: This major offers you a range of options to develop an understanding of the parameters of the journalism and professional communication fields. You can choose a mix of units to suit your career aspirations. If you choose to focus more on the Journalism (KJB) units, the major will introduce you to a range of journalism writing styles and offers an insight into some specialist areas of reporting. If you choose to focus more on the Media and Communication (KCB) units, it has been designed to enable you to develop the skills and knowledge to prepare media material for organisations that wish to build, and maintain, a media profile.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

SELECT Either KCB102 or KJB101:

KCB102  Media Myth Busting 1
Literary Studies

Description: The aims of this major are to prepare students to graduate with adequate skills and knowledge in the area of literary and cultural studies; to provide a thorough grounding in a range of texts, both literary and popular, ranging from Shakespeare to nineteenth and twentieth century literature and culture; to provide graduates with enhanced skills in critical thinking, writing and analysis; to provide graduates with an understanding of the social and historical context of literary and popular written texts; to provide some understanding of the major approaches in literary theory.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KWB108 Introduction To Literary Studies
KWB109 Writing Australia
KWB206 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB208 Modern Times (Literature and Culture in the 20th Century)
KWB209 Shakespeare, Then and Now
KWB210 Imagining the Americas: Contemporary American Literature and Culture
KWB308 Wonderlands: Literature and Culture in the 19th Century
KWB309 Popular Fictions, Popular Culture

* KWB210 will be offered for the first time in semester 1 2012.

Music

Description: This major aims to impart a broad understanding of music practice in contemporary social, cultural and economic contexts. It aims to provide students with a combination of practical and theoretical skills to support a career in music within administrative, business, or organisational areas.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this major.

KDB225 Music Theatre Skills
KMB003 Sex Drugs Rock 'N' Roll
KMB004 World Music
KMB107 Sound, Image, Text
KMB119 Music and Sound Production 1
KMB122 Music and Sound Concepts 1
KMB129 Music and Sound Production 2
KMB132 Music and Sound Concepts 2
KMB200 Music Scenes and Subcultures
KMB301 The Music Industry

Please note: KKB345 is permitted to count towards this unit set if completed in 2010 or earlier.

Creative Industries Second Major Options

INSTRUCTIONS FOR SECOND MAJORS/CO-MAJORS

Please refer to the following study sequences to plan your program. You must complete 96 credit points (normally eight 12 credit point subjects) from the specified units to achieve a second major, following semester of offer and unit requisites (where applicable) to determine order of enrolment. Any unit(s) that appear in these second majors and are also mandatory elsewhere in your course can not contribute towards the completion of these second majors. Any unit(s) that appear in multiple second majors can only contribute towards the completion of one of these second majors.

Advertising

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

AMB200 Consumer Behaviour
AMB201 Marketing and Audience Research
AMB220 Advertising Theory and Practice
AMB318 Advertising Copywriting
AMB319 Media Planning
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio
BSB126 Marketing

Note: AMB221 and AMB339 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

Animation

Description: This second major provides you with important skills in the skills, principles, concepts and history of animation. Beginning with drawing for animation and an exploration of the history of the animation industry and its practices, you will then apply this knowledge to current and emerging fields within the animation industry including motion graphics, 3D modelling and animation, real-time 3D and character animation. Through the creation of an interactive virtual environment you will be given the opportunity to refine your skills and expand your knowledge of the 3D animation industry.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KIB105 Animation and Motion Graphics
KIB108 Animation History and Practices
KIB203 Introduction to 3D Computer Graphics
KIB220 Animation Production
KIB221 Animation: CG Toolkit
KIB225 Character Development, Conceptual Design and Animation Layout
KIB316 Virtual Environments
KIB325 Real-Time 3D Computer Graphics
KVB105 Drawing for Design
KVB106 Drawing for Animation

Architectural Studies

A full list of the units offered in this study package is available from:
http://www.bee.qut.edu.au/study/current/2majors/minors/

Art and Design History

Description: This second major equips you with the educational base necessary for a career in the arts professions, such as curatorial work, art criticism and arts administration. It offers a coherent and sequential set of units that provide a platform for a research-based study of the visual arts, design and architecture. In conjunction with further study, this second major will assist in preparing you for work as a professional in these disciplines.

Creative and Professional Writing

Description: The aim of this second major is to prepare students to graduate with adequate skills and knowledge in the area of creative and professional writing; to provide a thorough grounding in a variety of genres that include fiction, creative non-fiction, media writing and corporate writing and editing, thereby equipping graduates with the versatility required of professional writers; to enhance the critical, analytical and peer-reviewing skills of students; to provide and understanding of creative writing in its social and generic contexts.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

Instructions: Of the eight units you need to complete, you must select at least three units coded 200 or above.

KWB101 Introduction to Creative Writing
KWB102 Media Writing
KWB103 Persuasive Writing
KWB104 Creative Writing: the Short Story
KWB106 Corporate Writing and Editing
KWB107 Creative Non-Fiction
KWB206 Youth and Children's Writing
KWB207 Great Books: Creative Writing Classics
KWB211 Stylistics and Poetics
KWB303 Writing and Publishing Industry
KWB313 Novel and Memoir

Dance Studies

Description: This second major aims to provide a broad grounding in practical and theoretical aspects of dance. You will gain skills in...
contemporary dance, ballet, commercially driven genres, choreography and critical thinking and writing together with an understanding of the social and historical context of ballet, contemporary dance, and popular and world dance.

Assumed Knowledge: Previously acquired knowledge or skill is required for you to undertake this second major. It is essential that you be physically able, fit and have basic knowledge in a dance technique, either ballet, jazz or contemporary dance.

Instructions: Of the eight units you need to complete, you must select at least two units coded 200 or above.

KDB103 Dance Technique Studies 1
KDB104 Dance Technique Studies 2
KDB105 Architecture of the Body
KDB106 Dance Analysis
KDB107 Choreographic Studies 1
KDB108 World Dance
KDB109 Funk, Tap and all that Jazz
KDB110 Deconstructing Dance in History
KDB204 Australian Dance
KDB205 Dance in Education
KDB225 Music Theatre Skills

*Please note that the Dance Studies major in the Bachelor of Creative Industries is NOT a pathway to secondary dance teaching

Digital Media

Description: Online and interactive technologies now dominate creative and professional life. This second major provides you with the opportunity to develop websites, multimedia projects, wikis and blogs, as well as allowing you to understand the guiding principles behind these new modes of communication and creative practice.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KCB101 Introduction to Media and Communication: Texts
SELECT: Either KCB102 or KJB101:
KCB102 Media Myth Busting 1
KJB101 Digital Journalism
SELECT Either KCB104 or KPB110:
KCB104 Media and Communications: Industries
KPB110 The Movie, TV & New Media Business
KCB206 New Media: Internet, Self and Beyond
Entrepreneurship

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

AMB251 Innovation and Brand Management
BSB115 Management
BSB126 Marketing
MGB200 Leading Organisations
MGB223 Entrepreneurship and Innovation
MGB324 Managing Business Growth

Selective: Two units from the Advanced AMB Unit Options list OR two units from the Advanced MGB Unit Options list

Advanced AMB Unit Options (AMB240 is mandatory):
AMB201 Marketing and Audience Research
AMB240 Marketing Planning and Management

Advanced MGB Unit Options (MGB310 is mandatory):
MGB210 Managing MGB
MGB225 Intercultural Communication and Negotiation Skills
MGB310 Sustainability in a Changing Environment

Note: AMB230, EFB210, MGB207, MGB216, MGB222 and MGB335 are permitted to count towards the completion of this unit set if completed in 2009 or earlier. AMB336 and MGB340 are permitted to count towards the Advanced AMB Unit Options if completed in semester 1 2011 or earlier.

Fashion

Description: This second major has been designed to offer a mix of theoretical and practical units. The theory units will develop your knowledge and understanding of the history, industry and consumption of fashion and will introduce you to the critical legal issues surrounding the production and distribution of fashion. The practical units provide you with a variety of options to develop fashion related skills focusing on textile design, portfolio development and fashion journalism.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KCB203 Consumption Matters: Consumer Cultures and Identity
KFB103 Introduction to Fashion
KFB106 Unspeakable Beauty: A History of Fashion and Style
KFB107 Drawing for Fashion
KFB205 Fashion and Style Journalism
KFB206 Fashion and Modernity
KFB207 Contemporary Fashion
KFB208 Fashion Portfolio
KFB209 Ragtrade: Wholesaling Fashion
KFB304 Fashion, Law and the Real World
KVB213 Graphic Investigation

Film, Television and Screen

Description: The aim of this second major is to provide students with a range of understandings in the theory and practice of film, television and screen. This study area aims to enhance creative, technical and organisational abilities as well as building story telling and communication skills.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KPB101 Introduction to Film, TV and New Media Production
KPB104 Film and Television Production Resource Management
KPB105 Narrative Production
KPB109 Film and TV History
KPB110 The Movie, TV & New Media Business
KPB112 TV and Film Genres
KPB113 TV and Film Text Analysis
KPB202 Film and Television Business Skills: Entrepreneurship and Investment
KPB205 Documentary Theory and Practice
Games Design

Description: The aim of this second major is to provide you with a thorough and balanced education in the skills and knowledge required of a game or interactive media designer. You will gain an understanding of the design process associated with interactive environments and, through experience and analysis of the creative process, an understanding of how their work contributes to the computer games and interactive entertainment industry.

Assumed Knowledge: To be eligible to undertake INB272 you must have passed either INB103 or KIB101.

INB180 Computer Games Studies
INB181 Introduction to Games Production
INB280 Fundamentals of Game Design
INB272 Interaction Design
INB104 Building IT Systems
INB281 Advanced Game Design
KIB201 Concept Development for Game Design and Interactive Media
KIB202 Enabling Immersion

Note: KIB101 and KIB102 are permitted to count towards this major if they were completed in 2009 or earlier.

Interactive and Visual Design

Description: This second major will provide you with the design concepts and principles, practical skills and working methods needed by a contemporary designer of visual and interactive media. You will learn how to design effectively for print and electronic media, Web and mobile media and computer games and become equipped with a versatile set of design practices to support you to enter careers in marketing, web design, electronic publishing, interaction design and the creative aspects of game design.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

KIB101 Visual Communication
KIB102 Visual Interactions
KIB103 Introduction to Web Design and Development
KIB104 Digital Media
KIB214 Design for Interactive Media
KIB216 Advanced Web Design
KIB230 Interface and Information Design
KIB315 Contemporary Issues in Digital Media
KVB105 Drawing for Design
KVB204 Graphic Design

Journalism, Media and Communication

Description: This second major offers you a range of options to develop an understanding of the parameters of the journalism and professional communication fields. You can choose a mix of units to suit your career aspirations. If you choose to focus more on the Journalism (KJB) units, the second major will introduce you to a range of journalism writing styles and offers an insight into some specialist areas of reporting. If you choose to focus more on the Media and Communication (KCB) units, it has been designed to enable you to develop the skills and knowledge to prepare media material for organisations that wish to build,
and maintain, a media profile.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

**SELECT** Either KCB102 or KJB101:
- KCB102 Media Myth Busting 1
- KJB101 Digital Journalism
- KJB120 Newswriting
- KCB104 Media and Communications: Industries
- KJB121 Journalistic Inquiry
- KCB103 Strategic Speech Communication
- KJB224 Feature Writing
- KJB239 Journalism Ethics and Issues
- **SELECT** Either KFB205 or KJB280:
- KFB205 Fashion and Style Journalism
- KJB280 International Journalism
- KCB301 Media Audiences
- KCB302 Political Communication
- **SELECT** Either KCB304 or KJB337:
- KCB304 Designing Communication Resources
- KJB337 Public Affairs Reporting

**Landscape Architecture Studies**
A full list of the units offered in this study package is available from: http://www.bee.qut.edu.au/study/current/2majors/min/majors/

**Literary Studies**
Description: The aims of this second major are to prepare students to graduate with adequate skills and knowledge in the area of literary and cultural studies; to provide a thorough grounding in a range of texts, both literary and popular, ranging from Shakespeare to nineteenth and twentieth century literature and culture; to provide graduates with enhanced skills in critical thinking, writing and analysis; to provide graduates with an understanding of the social and historical context of literary and popular written texts; to provide some understanding of the major approaches in literary theory.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

- KWB108 Introduction To Literary Studies
- KWB109 Writing Australia
- KWB206 Youth and Children's Writing
- KWB207 Great Books: Creative Writing Classics
- KWB208 Modern Times (Literature and Culture in the 20th Century)
- KWB209 Shakespeare, Then and Now
- KWB210 Imagining the Americas: Contemporary American Literature and Culture
- KWB308 Wonderlands: Literature and Culture in the 19th Century
- KWB309 Popular Fictions, Popular Culture

* KWB210 will be offered for the first time in semester 1 2012.

**Marketing**
- AMB200 Consumer Behaviour
- AMB201 Marketing and Audience Research
- AMB202 Integrated Marketing Communication
- AMB240 Marketing Planning and Management
- AMB335 E-marketing Strategies
- AMB336 International Marketing
- AMB340 Services Marketing
- BSB126 Marketing

Note: AMB359 is permitted to count towards the completion of this unit set if completed in 2009 or earlier.

**Music**
Description: This second major aims to impart a broad understanding of music practice in contemporary social, cultural and economic contexts. It aims to provide students with a combination of practical and theoretical skills to support a career in music within administrative, business, or organisational areas.

Assumed Knowledge: There is no specific prior knowledge required as a prerequisite to undertaking this second major.

- KDB225 Music Theatre Skills
- KMB003 Sex Drugs Rock 'N' Roll
- KMB004 World Music
- KMB107 Sound, Image, Text
- KMB119 Music and Sound Production 1
- KMB122 Music and Sound Concepts 1
- KMB129 Music and Sound Production 2
- KMB132 Music and Sound Concepts 2
- KMB200 Music Scenes and Subcultures
- KMB301 The Music Industry

Please note: KKB345 is permitted to count towards this unit set if completed in 2010 or earlier.
### Online Environments

**Assumed Knowledge:** There is no specific prior knowledge required as a prerequisite to undertaking this major.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>INB104</td>
<td>Building IT Systems</td>
</tr>
<tr>
<td>INB122</td>
<td>Organisational Databases</td>
</tr>
<tr>
<td>INB210</td>
<td>Databases</td>
</tr>
<tr>
<td>INB270</td>
<td>Programming</td>
</tr>
<tr>
<td>INB271</td>
<td>The Web</td>
</tr>
<tr>
<td>INB272</td>
<td>Interaction Design</td>
</tr>
<tr>
<td>INB313</td>
<td>Electronic Commerce Site Development</td>
</tr>
<tr>
<td>INB322</td>
<td>Information Systems Consulting</td>
</tr>
<tr>
<td>INB340</td>
<td>Database Design</td>
</tr>
<tr>
<td>INB345</td>
<td>Mobile Devices</td>
</tr>
<tr>
<td>INB346</td>
<td>Enterprise 2.0</td>
</tr>
<tr>
<td>INB347</td>
<td>Web 2.0 Applications</td>
</tr>
<tr>
<td>INB370</td>
<td>Software Development</td>
</tr>
<tr>
<td>INB373</td>
<td>Web Application Development</td>
</tr>
</tbody>
</table>

### Public Relations

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB202</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
<tr>
<td>AMB373</td>
<td>Corporate Communication</td>
</tr>
<tr>
<td>AMB374</td>
<td>Global Public Relations Cases</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Note: AMB261, AMB262, AMB379 are permitted to count towards the completion of this unit set if completed in 2009 or earlier.

### Creative Industries Sub-Majors

#### Art and Visual Culture (KAV)

Instructions: Complete any six of the below units.

- KVB102 Modernism
- KVB103 Australian Art
- KVB108 Contemporary Asian Visual Culture
- KVB110 2D Media and Processes
- KVB111 3D Media and Processes
- KVB211 Post 1945 Art
- KVB304 Contemporary Art Issues
- KVB306 Video Art and Culture

### Art History, Architecture and Design (KAA)

Instructions: Complete any six of the below units.

- DAB325 Architecture in the 20th Century
- DAB420 Architecture, Culture and Space
- DAB525 Architecture and the City
- DEB202 Introducing Design History
- KVB102 Modernism
- KVB211 Post 1945 Art
- KVB212 Australian Art, Architecture and Design
- KVB307 Theories of Spatial Culture

### Communication (KCN)

Instructions: Complete any six of the below units.

- KCB101 Introduction to Media and Communication: Texts
- KCB103 Strategic Speech Communication
- KCB104 Media and Communications: Industries
- KCB105 Media Myth Busting 2
- KCB302 Political Communication
- KKB004 Indigenous Creative Industries
- KWB102 Media Writing
- KWB106 Corporate Writing and Editing

### Computational Arts (KKC)

Instructions: Complete any six of the below units.

- KIB101 Visual Communication
- KIB103 Introduction to Web Design and Development
- KIB104 Animation and Motion Graphics
- KMB107 Sound, Image, Text
- KMB129 Music and Sound Production 2
- KVB211 Post 1945 Art

Note: ITB001, ITB003, KKB210, KKB211 and KVB202 are permitted to count towards this sub-major.

### Creative and Professional Writing (KCW)

Instructions: Complete any six of the below units.

- KKB004 Indigenous Creative Industries
- KWB101 Introduction to Creative Writing
KWB102  Media Writing
KWB103  Persuasive Writing
KWB104  Creative Writing: the Short Story
KWB106  Corporate Writing and Editing
KWB107  Creative Non-Fiction
KWB206  Youth and Children's Writing
Note: KWB204 is permitted to count towards this sub-major.

Creative Industries Management (KCI)
Instructions: Complete any six of the below units.

BSB115  Management
BSB126  Marketing
KTB104  Performance Innovation
KTB207  Staging Australia
KTB210  Creative Industries Management
KTB211  Creative Industries Events and Festivals
KTB306  Directing for Performance Events and Festivals
MGB223  Entrepreneurship and Innovation

Dance (KDN)

KDB105  Architecture of the Body
KDB106  Dance Analysis
KDB108  World Dance
KDB109  Funk, Tap and all that Jazz
KDB110  Deconstructing Dance in History
KDB204  Australian Dance

Digital Media (KDM)
Instructions: Complete any six of the below units.

KCB102  Media Myth Busting 1
KCB203  Consumption Matters: Consumer Cultures and Identity
KCB206  New Media: Internet, Self and Beyond
KCB207  Exploring New Media Worlds
KIB101  Visual Communication
KIB103  Introduction to Web Design and Development
KPB110  The Movie, TV & New Media Business
KVB306  Video Art and Culture

Fashion, Art and Communication (KFA)
Instructions: Complete any six of the below units.

KFB203  Consumption Matters: Consumer Cultures and Identity
KFB103  Introduction to Fashion
KFB205  Fashion and Style Journalism
KFB206  Fashion and Modernity
KVB104  Photomedia and Artistic Practice
KVB108  Contemporary Asian Visual Culture
KVB212  Australian Art, Architecture and Design
Note: KFB203 is permitted to count towards this sub-major.

Indigenous Studies (KIS)
Instructions: Complete any six of the below units.

EDB007  Culture Studies: Indigenous Education
EDB038  Indigenous Australian Culture Studies
EDB039  Indigenous Politics and Political Culture
EDB040  Indigenous Knowledge: Research Ethics and Protocols
EDB041  Indigenous Australia: Country, Kin and Culture
KWB109  Writing Australia
Note: JSB352, KKB004 and KWB307 are permitted to count towards this sub-major.

Interaction Design (KIN)
Instructions: Complete any six of the below units.

KIB101  Visual Communication
KIB102  Visual Interactions
KIB103  Introduction to Web Design and Development
KIB104  Digital Media
KIB214  Design for Interactive Media
KIB230  Interface and Information Design
Note: KIB210 (24 cps) is permitted to count towards this sub-major.

Journalism (KJO)
Instructions: Complete any six of the below units.

KFB205  Fashion and Style Journalism
KJB101  Digital Journalism
KJB120  Newswriting
KJB121  Journalistic Inquiry
KJB224  Feature Writing
KJB239  Journalism Ethics and Issues
KJB280  International Journalism
KJB337 Public Affairs Reporting

Literary and Cultural Studies (KLC)

- Instructions: Complete any six of the below units.
- KWB103 Persuasive Writing
- KWB108 Introduction To Literary Studies
- KWB109 Writing Australia
- KWB206 Youth and Children’s Writing
- KWB207 Great Books: Creative Writing Classics
- KWB208 Modern Times (Literature and Culture in the 20th Century)
- KWB209 Shakespeare, Then and Now
- KWB308 Wonderlands: Literature and Culture in the 19th Century
- KWB309 Popular Fictions, Popular Culture

Music and Sound Studies (KMS)

- Instructions: Complete any six of the below units.
- KMB003 Sex Drugs Rock ‘N’ Roll
- KMB004 World Music
- KMB107 Sound, Image, Text
- KMB119 Music and Sound Production 1
- KMB122 Music and Sound Concepts 1
- KMB129 Music and Sound Production 2
- KMB301 The Music Industry
  Note: KMB002, KMB007, KMB104 and KMB204 are permitted to count towards this sub-major.

Performance Studies (KTP)

- Instructions: Complete any six of the below units.
- KTB101 20th Century Performance
- KTB102 Process Drama
- KTB103 Performing Skills 1: Character and Scene
- KTB104 Performance Innovation
- KTB106 Performing Skills 2: Style and Form
- KTB204 Understanding Performance
- KTB207 Staging Australia
- KTB209 Applied Performance

Screen Studies (KSC)

- Instructions: Complete any six of the below units.
- KPB109 Film and TV History
- KPB112 TV and Film Genres
- KPB113 TV and Film Text Analysis
- KPB205 Documentary Theory and Practice
- KPB206 International Cinema
- KPB212 Australian Film and TV

Television (KTV)

- KPB101 Introduction to Film, TV and New Media Production
- KPB104 Film and Television Production Resource Management
- KPB105 Narrative Production
- KPB110 The Movie, TV & New Media Business
- KPB112 TV and Film Genres
- KPB303 Critical Thinking About Television

IMPORTANT

Where it allows, students can take a maximum of 8 units outside the Creative Industries Faculty (depending on the course the student is currently enrolled in). The following submajors/minors are offered through the Faculty of Business. Students may take only ONE of these as a complete submajor. For information about availability of non-Creative Industries Units, contact the Course Coordinator.

Advertising (KAD)

- AMB200 Consumer Behaviour
- AMB220 Advertising Theory and Practice
- AMB318 Advertising Copywriting
- AMB319 Media Planning
- AMB320 Advertising Management
- BSB126 Marketing

Entrepreneurship (KEN)

- AMB251 Innovation and Brand Management
- BSB115 Management
- BSB126 Marketing
- MGB200 Leading Organisations
- MGB223 Entrepreneurship and Innovation
- MGB324 Managing Business Growth

Note: BSB212 and AMB202 are permitted to be counted towards this sub-major if completed in 2009 or earlier.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>AMB263</td>
<td>Introduction To Public Relations</td>
</tr>
<tr>
<td>AMB264</td>
<td>Public Relations Techniques</td>
</tr>
<tr>
<td>AMB372</td>
<td>Public Relations Planning</td>
</tr>
<tr>
<td>AMB373</td>
<td>Corporate Communication</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Note: AMB261 and AMB262 are permitted to count towards this sub-major if completed in 2009 or earlier.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB261</td>
<td>AMB262 is permitted to count towards this sub-major if completed in 2009 or earlier.</td>
</tr>
</tbody>
</table>

Creative Industries Transitions to New Professional Environments Unit Options

A maximum of 48 credit points may be taken from the following units:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KKB341</td>
<td>Creative Industries Internship 1</td>
</tr>
<tr>
<td>KKB342</td>
<td>Creative Industries Internship 2</td>
</tr>
<tr>
<td>KKB345</td>
<td>Creative Industries Project 1</td>
</tr>
<tr>
<td>KKB346</td>
<td>Creative Industries Project 2</td>
</tr>
<tr>
<td>KKB347</td>
<td>Becoming A Researcher: Understandings, Skills and Practices</td>
</tr>
<tr>
<td>KKB350</td>
<td>Creative Industries International Study Tour</td>
</tr>
</tbody>
</table>

* Please note: KKB343 and KKB344 are permitted to count as Transitions to New Professional Environments Unit Options if completed in 2010 or earlier.

Accountancy Major

Year 1 Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
</tbody>
</table>

Year 1 Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Year 2 Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
</tbody>
</table>

Year 2 Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AYB200</td>
<td>Financial Accounting</td>
</tr>
<tr>
<td>AYB225</td>
<td>Management Accounting</td>
</tr>
</tbody>
</table>

Year 3 Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AYB221</td>
<td>Computerised Accounting Systems</td>
</tr>
<tr>
<td>EFB210</td>
<td>Finance 1</td>
</tr>
</tbody>
</table>

Year 3 Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AYB219</td>
<td>Taxation Law</td>
</tr>
<tr>
<td>AYB340</td>
<td>Company Accounting</td>
</tr>
</tbody>
</table>

Year 4 Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AYB230</td>
<td>Corporations Law</td>
</tr>
<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
</tr>
</tbody>
</table>

Year 4 Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AYB301</td>
<td>Audit and Assurance</td>
</tr>
<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
</tr>
</tbody>
</table>

Advertising Major

Year 1 Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB113</td>
<td>Economics</td>
</tr>
<tr>
<td>BSB126</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

Year 1 Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
</tr>
</tbody>
</table>

Year 2 Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB124</td>
<td>Working in Business</td>
</tr>
</tbody>
</table>

Year 2 Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB200</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>AMB220</td>
<td>Advertising Theory and Practice</td>
</tr>
</tbody>
</table>

Year 3 Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB201</td>
<td>Marketing and Audience Research</td>
</tr>
<tr>
<td>BSB111</td>
<td>Business Law and Ethics</td>
</tr>
</tbody>
</table>

Year 3 Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB318</td>
<td>Advertising Copywriting</td>
</tr>
<tr>
<td>AMB319</td>
<td>Media Planning</td>
</tr>
</tbody>
</table>

Year 4 Semester 1

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB320</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>AMB330</td>
<td>Advertising Planning Portfolio</td>
</tr>
</tbody>
</table>

Year 4 Semester 2

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMB339</td>
<td>Advertising Campaigns</td>
</tr>
</tbody>
</table>
BSB123    Data Analysis

**Economics Major**

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

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

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

**Year 2 Semester 2**
- EFB222    Quantitative Methods For Economics and Finance
- EFB223    Economics 2

**Year 3 Semester 1**
- EFB330    Intermediate Macroeconomics
- EFB331    Intermediate Microeconomics

**Year 3 Semester 2**
- Choice units or remaining Business School Core Units
- Choice units or remaining Business School Core Units

**Year 4 Semester 1**
- Choice units or remaining Business School Core Units
- Choice units or remaining Business School Core Units

**Year 4 Semester 2**
- EFB338    Contemporary Application of Economic Theory
- Choice units or remaining Business School Core Units

**Choice Units**
- Choose any three of the following:
  - EFB332    Applied Behavioural Economics
  - EFB333    Introductory Econometrics
  - EFB334    Environmental Economics and Policy
  - EFB336    International Economics
  - EFB337    Game Theory and Applications

**Remaining Business Core Units**
- Students must complete both remaining Business School Core units.
- BSB119    Global Business
- BSB126    Marketing

**Finance Major**

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

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

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

**Year 2 Semester 2**
- BSB119    Global Business
- BSB123    Data Analysis

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

**Year 3 Semester 2**
- EFB201    Financial Markets
- EFB307    Finance 2

**Year 4 Semester 1**
- EFB223    Economics 2
- EFB335    Investments

**Year 4 Semester 2**
- EFB312    International Finance
- EFB340    Finance Capstone

**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
- MGB201 Contemporary Employment Relations

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

### Year 4 Semester 2
- MGB320 Recruitment and Selection
- MGB370 Personal and Professional Development

### International Business Major
- AYB227 International Accounting
- MGB225 Intercultural Communication and Negotiation Skills

### Year 3 Semester 2
- AMB210 Importing and Exporting
- EFB240 Finance for International Business

### Year 4 Semester 1
- AMB303 International Logistics
- AMB336 International Marketing

### Year 4 Semester 2
- AMB369 International Business Strategy
- MGB340 International Business in the Asia-Pacific

### 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
  - BSB124 Working in Business

- Year 3 Semester 1
  - BSB119 Global Business
  - BSB126 Marketing

- Year 3 Semester 2
  - MGB210 Managing Operations
  - MGB223 Entrepreneurship and Innovation

- Year 4 Semester 1
  - MGB309 Strategic Management
  - MGB324 Managing Business Growth

- Year 4 Semester 2
  - MGB369 International Business Strategy
## MGB310  Sustainability in A Changing Environment
## MGB335  Project Management

### Marketing Major

**Year 1 Semester 1**
- BSB113  Economics
- BSB126  Marketing

**Year 1 Semester 2**
- BSB111  Business Law and Ethics
- BSB115  Management

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

**Year 2 Semester 2**
- BSB110  Accounting
- BSB123  Data Analysis

**Year 3 Semester 1**
- AMB200  Consumer Behaviour
- AMB201  Marketing and Audience Research

**Year 3 Semester 2**
- AMB202  Integrated Marketing Communication
- AMB240  Marketing Planning and Management

**Year 4 Semester 1**
- AMB335  E-marketing Strategies
- AMB340  Services Marketing

**Year 4 Semester 2**
- AMB336  International Marketing
- AMB359  Strategic Marketing

### Public Relations Major

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

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

**Year 2 Semester 1**
- BSB113  Economics
- BSB124  Working in Business

**Year 2 Semester 2**
- AMB263  Introduction To Public Relations
- AMB264  Public Relations Techniques

**Year 3 Semester 1**
- AMB201  Marketing and Audience Research
- BSB111  Business Law and Ethics

**Year 3 Semester 2**
- AMB372  Public Relations Planning
- AMB373  Corporate Communication

**Year 4 Semester 1**
- AMB374  Global Public Relations Cases
- AMB375  Public Relations Management

**Year 4 Semester 2**
- AMB379  Public Relations Campaigns
- BSB123  Data Analysis

### Advertising Major - Students who commenced in 2007-2008

**Year 1 Semester 1**
- BSB122  now replaced by BSB123 Data Analysis
- BSB126  Marketing

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

**Year 2 Semester 1**
- BSB114  now replaced by 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
- AMB220  Advertising Theory and Practice

**Year 3 Semester 2**
<table>
<thead>
<tr>
<th>Courses</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMB318</strong> Advertising Copywriting</td>
<td><strong>AMB336</strong> International Marketing</td>
</tr>
<tr>
<td><strong>AMB319</strong> Media Planning</td>
<td><strong>MGB225</strong> Intercultural Communication and Negotiation Skills</td>
</tr>
<tr>
<td>Year 4 Semester 1</td>
<td></td>
</tr>
<tr>
<td><strong>AMB320</strong> Advertising Management</td>
<td><strong>AMB303</strong> International Logistics</td>
</tr>
<tr>
<td><strong>AMB330</strong> Advertising Planning Portfolio</td>
<td><strong>AMB369</strong> International Business Strategy</td>
</tr>
<tr>
<td>Year 4 Semester 2</td>
<td></td>
</tr>
<tr>
<td><strong>AMB202</strong> Integrated Marketing Communication</td>
<td><strong>AMB339</strong> Advertising Campaigns</td>
</tr>
<tr>
<td><strong>AMB339</strong> Advertising Campaigns</td>
<td></td>
</tr>
<tr>
<td>Notes:</td>
<td></td>
</tr>
<tr>
<td>Please contact the School of Advertising,</td>
<td></td>
</tr>
<tr>
<td>Marketing &amp; Public Relations if you require</td>
<td></td>
</tr>
<tr>
<td>additional information.</td>
<td></td>
</tr>
<tr>
<td>**International Business Major - Students</td>
<td></td>
</tr>
<tr>
<td>who commenced in 2007-2008</td>
<td></td>
</tr>
<tr>
<td><strong>Year 1 Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>BSB119</strong> Global Business</td>
<td><strong>BSB123</strong> Data Analysis</td>
</tr>
<tr>
<td><strong>BSB126</strong> Marketing</td>
<td><strong>BSB126</strong> Marketing</td>
</tr>
<tr>
<td><strong>Year 1 Semester 2</strong></td>
<td></td>
</tr>
<tr>
<td><strong>BSB110</strong> Accounting</td>
<td><strong>BSB110</strong> Accounting</td>
</tr>
<tr>
<td><strong>BSB115</strong> Management</td>
<td><strong>BSB115</strong> Management</td>
</tr>
<tr>
<td><strong>Year 2 Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>BSB123</strong> Data Analysis</td>
<td><strong>AMB201</strong> Marketing and Audience Research</td>
</tr>
<tr>
<td><strong>BSB124</strong> Working in Business</td>
<td><strong>AMB240</strong> Marketing Planning and Management</td>
</tr>
<tr>
<td><strong>Year 2 Semester 2</strong></td>
<td></td>
</tr>
<tr>
<td><strong>BSB111</strong> Business Law and Ethics</td>
<td><strong>AMB200</strong> Consumer Behaviour</td>
</tr>
<tr>
<td><strong>BSB113</strong> Economics</td>
<td><strong>AMB335</strong> E-marketing Strategies</td>
</tr>
<tr>
<td><strong>Year 3 Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>EFB240</strong> Finance for International Business</td>
<td><strong>AMB202</strong> Integrated Marketing Communication</td>
</tr>
<tr>
<td><strong>IBB208</strong> Please contact the School of AMPR regarding alternative unit</td>
<td><strong>AMB340</strong> Services Marketing</td>
</tr>
<tr>
<td><strong>IBB217</strong> Please contact the School of AMPR regarding alternative unit</td>
<td><strong>AMB359</strong> Strategic Marketing</td>
</tr>
<tr>
<td><strong>Year 3 Semester 2</strong></td>
<td><strong>AMB336</strong> International Marketing</td>
</tr>
<tr>
<td><strong>AMB210</strong> Importing and Exporting</td>
<td><strong>AMB252</strong> Business Decision Making</td>
</tr>
<tr>
<td><strong>MGB340</strong> International Business in the Asia-Pacific</td>
<td><strong>Year 4 Semester 1</strong></td>
</tr>
<tr>
<td><strong>Year 4 Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>AMB210</strong> Importing and Exporting</td>
<td><strong>AMB202</strong> Integrated Marketing Communication</td>
</tr>
<tr>
<td><strong>MGB340</strong> International Business in the Asia-Pacific</td>
<td><strong>AMB340</strong> Services Marketing</td>
</tr>
<tr>
<td><strong>Year 4 Semester 2</strong></td>
<td><strong>AMB359</strong> Strategic Marketing</td>
</tr>
<tr>
<td><strong>AMB359</strong> Strategic Marketing</td>
<td><strong>AMB336</strong> International Marketing</td>
</tr>
<tr>
<td><strong>AMB336</strong> International Marketing</td>
<td>or</td>
</tr>
<tr>
<td><strong>AMB252</strong> Business Decision Making</td>
<td></td>
</tr>
<tr>
<td>**Public Relations Major - Students who</td>
<td></td>
</tr>
<tr>
<td>commenced in 2007-2008</td>
<td></td>
</tr>
<tr>
<td><strong>Year 1 Semester 1</strong></td>
<td></td>
</tr>
<tr>
<td>Year 2 Semester 1</td>
<td>Year 2 Semester 2</td>
</tr>
<tr>
<td>------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>BSB119</td>
<td>Global Business</td>
</tr>
<tr>
<td>BSB123</td>
<td>Data Analysis</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 3 Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB210</td>
</tr>
<tr>
<td>EFB222</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4 Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB223</td>
</tr>
<tr>
<td>EFB307</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year 4 Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>EFB201</td>
</tr>
<tr>
<td>EFB312</td>
</tr>
</tbody>
</table>

Creative Industries Faculty Undergraduate University Wide Unit Options (previously elective options)

Creative Industries Faculty Undergraduate University Wide Units

Please note: From 2010 elective units have been re-named Unit Options.

These unit offerings are current at the time of publication but are subject to change.

Rules for selecting Unit Options:

* you must obey any Unit Option rules as set out in your course requirements
* you cannot select a unit that forms part of the compulsory units of your course or the compulsory units of your chosen major area.
* you must have successfully completed any pre/co-requisite units applicable
* the offering of these units is subject to sufficient student enrolment numbers and staff availability
* some units are subject to quota restrictions
* KK33, KK34, KJ32, KM32, IX07, IX16 and IF27 students ONLY are permitted to select Unit Options from outside the Faculty of Creative Industries

Creative Writing & Literary Studies

KWB101 Introduction to Creative Writing
<table>
<thead>
<tr>
<th>Subject</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWB102</td>
<td>Media Writing</td>
<td></td>
</tr>
<tr>
<td>KWB103</td>
<td>Persuasive Writing</td>
<td></td>
</tr>
<tr>
<td>KWB104</td>
<td>Creative Writing: the Short Story</td>
<td></td>
</tr>
<tr>
<td>KWB106</td>
<td>Corporate Writing and Editing</td>
<td></td>
</tr>
<tr>
<td>KWB107</td>
<td>Creative Non-Fiction</td>
<td></td>
</tr>
<tr>
<td>KWB108</td>
<td>Introduction To Literary Studies</td>
<td></td>
</tr>
<tr>
<td>KWB109</td>
<td>Writing Australia</td>
<td></td>
</tr>
<tr>
<td>KWB206</td>
<td>Youth and Children's Writing</td>
<td></td>
</tr>
<tr>
<td>KWB207</td>
<td>Great Books: Creative Writing Classics</td>
<td></td>
</tr>
<tr>
<td>KWB208</td>
<td>Modern Times (Literature and Culture in the 20th Century)</td>
<td></td>
</tr>
<tr>
<td>KWB209</td>
<td>Shakespeare, Then and Now</td>
<td></td>
</tr>
<tr>
<td>KWB210</td>
<td>Imagining the Americas: Contemporary American Literature and Culture</td>
<td></td>
</tr>
<tr>
<td>KWB308</td>
<td>Wonderlands: Literature and Culture in the 19th Century</td>
<td></td>
</tr>
<tr>
<td>KWB309</td>
<td>Popular Fictions, Popular Culture</td>
<td></td>
</tr>
</tbody>
</table>

* Please note: KWB307 is permitted to count as a Unit Option if completed in 2009 or earlier.
* KWB210 will be offered for the first time in semester 1 2012.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFB103</td>
<td>Introduction to Fashion</td>
<td></td>
</tr>
<tr>
<td>KFB106</td>
<td>Unspeakable Beauty: A History of Fashion and Style</td>
<td></td>
</tr>
<tr>
<td>KFB205</td>
<td>Fashion and Style Journalism</td>
<td></td>
</tr>
<tr>
<td>KFB206</td>
<td>Fashion and Modernity</td>
<td></td>
</tr>
<tr>
<td>KFB207</td>
<td>Contemporary Fashion</td>
<td></td>
</tr>
<tr>
<td>KFB208</td>
<td>Fashion Portfolio</td>
<td></td>
</tr>
<tr>
<td>KFB209</td>
<td>Ragtrade: Wholesaling Fashion</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
<td></td>
</tr>
<tr>
<td>KPB104</td>
<td>Film and Television Production Resource Management</td>
<td></td>
</tr>
<tr>
<td>KPB109</td>
<td>Film and TV History</td>
<td></td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV &amp; New Media Business</td>
<td></td>
</tr>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
<td></td>
</tr>
<tr>
<td>KPB113</td>
<td>TV and Film Text Analysis</td>
<td></td>
</tr>
<tr>
<td>KPB205</td>
<td>Documentary Theory and Practice</td>
<td></td>
</tr>
<tr>
<td>KPB206</td>
<td>International Cinema</td>
<td></td>
</tr>
<tr>
<td>KPB207</td>
<td>Film and Television Scriptwriting</td>
<td></td>
</tr>
<tr>
<td>KPB303</td>
<td>Critical Thinking About Television</td>
<td></td>
</tr>
</tbody>
</table>

Please note the following unit changes:
* KPB102, KPB103, KPB106, KPB107, and KPB108 are permitted to count as Unit Options if completed in 2009 or earlier.
* KPB203 is permitted to count as a Unit Option if completed in 2010 or earlier.
* KPB104 is permitted to count as a Unit Option if completed in 2011 or earlier.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
<td></td>
</tr>
<tr>
<td>KIB102</td>
<td>Visual Interactions</td>
<td></td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
<td></td>
</tr>
<tr>
<td>KIB104</td>
<td>Digital Media</td>
<td></td>
</tr>
<tr>
<td>KIB105</td>
<td>Animation and Motion Graphics</td>
<td></td>
</tr>
<tr>
<td>KIB108</td>
<td>Animation History and Practices</td>
<td></td>
</tr>
<tr>
<td>KIB201</td>
<td>Concept Development for Game Design and Interactive Media</td>
<td></td>
</tr>
<tr>
<td>KIB202</td>
<td>Enabling Immersion</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>KJB101</td>
<td>Digital Journalism</td>
<td></td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
<td></td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
<td></td>
</tr>
</tbody>
</table>
### Media & Communication

- **KCB101** Introduction to Media and Communication: Texts
- **KCB102** Media Myth Busting 1
- **KCB103** Strategic Speech Communication
- **KCB104** Media and Communications: Industries
- **KCB105** Media Myth Busting 2
- **KCB206** New Media: Internet, Self and Beyond
- **KCB207** Exploring New Media Worlds
- **KCB203** Consumption Matters: Consumer Cultures and Identity
- **KCB302** Political Communication

### Music & Sound

- **KMB003** Sex Drugs Rock ‘N’ Roll
- **KMB004** World Music
- **KMB107** Sound, Image, Text
- **KMB119** Music and Sound Production 1
- **KMB122** Music and Sound Concepts 1
- **KMB129** Music and Sound Production 2
- **KMB132** Music and Sound Concepts 2
- **KMB200** Music Scenes and Subcultures
- **KMB252** Multi-Platform Sound Design

*Please note: KMB002, KMB007, KMB104, KMB105, and KMB108 are permitted to count as Unit Options if completed in 2009 or earlier. KMB106 is permitted to count as a Unit Option if completed in 2010 or earlier.*

### Performance Studies

- **KRB120** Scenography and the Art of Technical Theatre
- **KRB220** The Scenographic Divide
- **KTB101** 20th Century Performance
- **KTB103** Performing Skills 1: Character and Scene
- **KTB104** Performance Innovation
- **KTB106** Performing Skills 2: Style and Form
- **KTB204** Understanding Performance
- **KTB207** Staging Australia
- **KTB210** Creative Industries Management
- **KTB211** Creative Industries Events and Festivals

* Please note: KSB215 is permitted to count as Unit Options if completed in 2010 or earlier.

### Visual Arts

- **KVB102** Modernism
- **KVB103** Australian Art
- **KVB104** Photomedia and Artistic Practice
- **KVB105** Drawing for Design
- **KVB106** Drawing for Animation
- **KVB108** Contemporary Asian Visual Culture
- **KVB110** 2D Media and Processes
- **KVB111** 3D Media and Processes
- **KVB211** Post 1945 Art
- **KVB212** Australian Art, Architecture and Design
- **KVB213** Graphic Investigation
- **KVB304** Contemporary Art Issues
- **KVB306** Video Art and Culture
- **KVB307** Theories of Spatial Culture

### Potential Careers:


### UNIT SYNOPSES

#### AMB200 CONSUMER BEHAVIOUR

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

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

**Antirequisites:** MIB204

**Equivalents:** AMX200, CTB200

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

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

---

**AMB201 MARKETING AND AUDIENCE RESEARCH**

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

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

**Antirequisites:** MIB305, MGB220, COB334

**Equivalents:** AMX201, CTB201

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

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

---

**AMB202 INTEGRATED MARKETING COMMUNICATION**

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

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

**Antirequisites:** COB207, MIB309

**Equivalents:** AMX202

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

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

---

**AMB207 ENTERTAINMENT MARKETING**

The entertainment industry is the second largest in the world, worth nearly US$2 Trillion and offers great opportunities. However the marketing of entertainment provides some unique challenges to the application of marketing tools. Students will complete a marketing case study that will clearly demonstrate to potential employers that students have the necessary skills and abilities to work in an entry-level position/analytical role within a marketing department in the entertainment or arts field.

**Prerequisites:** BSB126 or CTB126

**Antirequisites:** BSB126 or CTB126

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-2

---

**AMB208 EVENTS MARKETING**

Events have become significant strategic marketing tools for positioning products/services, industries, destinations and community interests at the local, national and global levels. The unit initially explores various types, roles and objectives of events and the profile and motives of event markets and stakeholders. Key topics include: processes of attracting or developing the event experience including bidding processes; partnership creation with sponsors, media and community; venue selection and design relative to market/stakeholder needs; ticketing/pricing or access management and imaging the event from an integrated marketing communication perspective. Local and international cases are used.

**Prerequisites:** BSB126 or CTB126

**Antirequisites:** MIB319

**Equivalents:** AMB354

**Credit points:** 12

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1

---

**AMB210 IMPORTING AND EXPORTING**

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

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

**Prerequisites:** BSB119 or CTB119

**Equivalents:** AMX210, IBB210

**Credit points:** 12

**Campus:** Gardens Point

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

---

**AMB220 ADVERTISING THEORY AND PRACTICE**

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

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** COB308  
**Equivalents:** AMX220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB230 DIGITAL PROMOTIONS**
This subject addresses an important area of business activity and explores the way in which the Internet is changing marketing practice. The foundations of promotion are examined and applied online. The nature, history, and social implications of the Internet are explored. The promotional mix is analysed with a strong focus on developing successfully integrated web sites for organisations. Learners will develop skills in strategic planning, creative strategy, design, web development as it relates to advertising and promotion, research, and campaign evaluation. Learners will gain important skills in the planning, developing and marketing of websites.

**Prerequisites:** BSB126, CTB126, or BSB112  
**Antirequisites:** COB218  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**
This unit extends the student’s knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** AMX240, CTB240  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB252 BUSINESS DECISION MAKING**
The nature of decisions and decision models in specific strategic and tactical areas of marketing management are examined in this unit. Decisions related to sales forecasting, market analysis, product planning, pricing, promotion and distribution are viewed from quantitative and qualitative perspectives. Students are exposed to computer software and analysis skills that aid the marketing decision process and build their analytical skills of direct relevance in marketing practice. The unit also embraces the analysis and application of marketing information systems including database marketing and the Internet as a marketing information resource.

**Prerequisites:** BSB126 or CTB126  
**Equivalents:** AMB352  
**Credit points:** 12  
**Campus:** Gardens Point

**AMB261 MEDIA RELATIONS AND PUBLICITY**
This unit will reflect the strong emphasis within public relations practice of media relations. It will introduce students to the theory of media effects and the role of mass media in public opinion formation and how these concepts contribute to campaign planning. It will also provide students with practical instruction in the development of media tools including media releases, media kits and media plans, and the use of publicity events in campaigns. New/interactive media will also be addressed.

**Prerequisite(s):** AMB260  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** COB329

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Equivalents:** AMB260, AMX263  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures,
speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations 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 improve and enhance their communication skills.

**Prerequisites:** BSB126, CTB126, BSB116, or BSB117  
**Antirequisites:** AMB261, AMB262  
**Equivalents:** AMX264  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB303 INTERNATIONAL LOGISTICS**

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

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

**AMB318 ADVERTISING COPYWRITING**

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

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

**AMB319 MEDIA PLANNING**

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

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

**AMB320 ADVERTISING MANAGEMENT**

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

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

**AMB330 ADVERTISING PLANNING PORTFOLIO**

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

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

**AMB331 DIRECT MARKETING**

The discipline of Direct Marketing has grown in importance because of its precise targeting, easy accountability, its foundations role in Integrated Marketing Communication (IMC), and its increasing share of the marketing communication budget. This unit focuses on the principles of direct marketing and the role of the database in locating prospects, tracking customers, and building relationships. It examines the components of direct marketing telemarketing, personal selling, and direct response advertising. As the main communication discipline of direct marketing, the emphasis is on direct response advertising. Students analyse the offer planning, strategy, creative,
media, testing, and evaluation of direct marketing campaigns.

Prerequisites: AMB202, AMB220, AMB240, CTB240, or AMB249

Antirequisites: COB315

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-1

**AMB335 E-MARKETING STRATEGIES**

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

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201

Equivalents: AMB241, AMX335

Credit points: 12

Campus: Gardens Point and Caboolture

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

**AMB336 INTERNATIONAL MARKETING**

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

Prerequisites: AMB240, CTB240, AMB210, or IBB210

Equivalents: AMX336, IBB213

Credit points: 12

Campus: Gardens Point and Caboolture

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

**AMB339 ADVERTISING CAMPAIGNS**

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

Prerequisites: AMB320 and AMB330

Equivalents: AMB321, AMX339

Credit points: 12

Campus: Gardens Point

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

**AMB340 SERVICES MARKETING**

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

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201

Antirequisites: MIB311

Equivalents: AMX340, CTB340

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point and Caboolture

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

**AMB350 SALES AND CUSTOMER RELATIONSHIP MANAGEMENT**

Theories related to marketing exchange and the concepts of consumer transactions and relationships and their relative importance in different marketing contexts are examined. The growth of customer relationship management including the transition of consumers along the transaction-relationship continuum and the development of accompanying marketing strategies is highlighted. A discussion of the relative emphasis on transactions and/or relationships in interfacing with the market provides a platform for examining sales management including, personal selling principles and ethics, the setting of sales objectives, selling logistics, account and territory management, sales force planning, recruitment and motivation and evaluation of sales performance.

Prerequisites: AMB240, CTB240, AMB202, COB207, MIB217, or AMB249

Antirequisites: MIB230

Equivalents: AMX350

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2011 SEM-1

**AMB359 STRATEGIC MARKETING**

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

**Prerequisites:** AMB340, and AMB335 or AMB241

**Equivalents:** AMB341, AMX359  **Credit points:** 12

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

**AMB369 INTERNATIONAL BUSINESS STRATEGY**

‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’

**Prerequisites:** AMB336, AMB303, IBB303, or IBB213

**Equivalents:** AMX369, IBB300  **Credit points:** 12

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

**AMB372 PUBLIC RELATIONS PLANNING**

This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.

**Prerequisites:** ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  **Equivalents:** AMX372  **Credit points:** 12  
**Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB373 CORPORATE COMMUNICATION**

Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.

**Prerequisites:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  **Equivalents:** AMB360, AMX373  **Credit points:** 12  
**Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

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

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

**Equivalents:** AMB370, AMX374  **Credit points:** 12

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

**AMB375 PUBLIC RELATIONS MANAGEMENT**

This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.

**Prerequisites:** AMB372 and AMB373, or AMB360

**Equivalents:** AMX375  **Credit points:** 12  
**Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 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, AMX379  **Credit points:** 12

**Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 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, AYX200  **Credit points:** 12

**Campus:** Gardens Point  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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.
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:** AYX325, AYX219  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Equivalents:** AYX221  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Equivalents:** AYX225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AYB227 INTERNATIONAL ACCOUNTING

International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international harmonization of accounting standards on multinational corporations and the investment communities worldwide.

**Prerequisites:** BSB110 or CTB111, and BSB119 or CTB119  
**Equivalents:** AYX227  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AYB230 CORPORATIONS LAW

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

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

### AYB231 AUDIT AND ASSURANCE

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

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

### AYB311 FINANCIAL ACCOUNTING ISSUES

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

**Prerequisites:** AYB340 or AYB220  
**Equivalents:** AYX311  
**Credit points:** 12  
**Contact hours:** 3.5 per
AYB321 STRATEGIC MANAGEMENT ACCOUNTING
Strategic management accounting develops a theory of organisations that provides an understanding of the information requirements of management to facilitate the strategic planning, decision-making and control necessary for the achievement of their objectives. Topics include: developing effective performance-evaluation systems and compensation plans; examining how managers can design organisations to motivate individuals to make choices that increase firm value; strategic planning and budgetary systems; pricing and product mix decisions; managing transfer-pricing disputes among divisions; developing an understanding of new management accounting practices, including activity-based costing (ABC), the balanced scorecard (BSC), and economic value added (EVA); and appreciating the research on the benefits and problems with ABC, BSC and EVA.

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

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

Prerequisites: AYB200 or AYB121  Equivalents: AYX340  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

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

Prerequisites: BSD110, CNB293, UDB342  Equivalents: BSX110, CTB110  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

Prerequisites: AYB120, LWS009, LWB145  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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. Macroeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.

Prerequisites: BSD113, UDB104  Equivalents: BSX113, CTB113  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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.

Prerequisites: BSD115  Equivalents: BSX115, CTB115  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 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, an understanding 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, BSB119  
**Equivalents:** BSX119, CTB119  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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  
**Equivalents:** BSX123  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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, BSD124  
**Equivalents:** BSX124  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**BSB126 MARKETING**

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

**Antirequisites:** BSB116, BSD126  
**Equivalents:** BSX126, CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

---

**DAB325 ARCHITECTURE IN THE 20TH CENTURY**

Designers in any discipline should possess the ability to appreciate the history of art, design and architecture. In addition, they should be able to analyse developments in design history from multiple perspectives. This unit is a survey course of the history and theory of architecture from the beginning of the 20th century to the present. Teaching and learning takes place through three forms of structured activity: lectures, tutorials, and online.

**Assumed knowledge:** DAB220 is assumed knowledge.  
**Equivalents:** ADB011  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

---

**DAB420 ARCHITECTURE, CULTURE AND SPACE**

Architecture is arguably a measure of a community's cultural mores; it reflects the attitudes, values and beliefs of its place, time and makers. This unit aims to promote awareness of how architecture is both a product and an emblem of socio-cultural conditions. In particular it explores the interdependency between how architecture is conceived and made, and the way people structure their worldview and organise their institutions in a range of cultural contexts and settings.

**Assumed knowledge:** DAB220 is assumed knowledge.  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

---

**DAB525 ARCHITECTURE AND THE CITY**

This unit aims to give a comprehensive overview of issues and techniques relevant to architectural design at an urban scale. Teaching and learning activities are spread across lectures, tutorials, and studio based activities.

**Assumed knowledge:** DAB325 and DAB420 are assumed knowledge.  
**Equivalents:** ADB013  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

---

**DEB202 INTRODUCING DESIGN HISTORY**

This unit encompasses a broad survey of the history of design from the civilizations of antiquity to the opening of the 20th century – including architecture, industrial design, interior design and landscape architecture. It is a first year foundation unit and serves as preparation for more detailed and specialized studies in history and theory in subsequent years. Key designs, ideas and artefacts and the aesthetic, environmental, technological, socio-cultural and political
factors that related to their production will be analysed.

**Equivalents:** ADB931, DEB102  **Credit points:** 12

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

---

**EDB007 CULTURE STUDIES: INDIGENOUS EDUCATION**

Numerous government reports and recent discussions about reconciliation have called for an increased commitment to Indigenous education in Australia. Teachers are increasingly being asked to improve their skill, knowledge and understanding to teach Indigenous students, and to teach curricula which incorporates Indigenous viewpoints on social, cultural and historical matters. This unit begins with an analysis of the students’ own cultural place in the Australian context and afterwards moves towards an understanding of Aboriginal and Torres Strait Islander perspectives on history and contemporary issues, and an understanding of why Aboriginal and Torres Strait Islander students have been so disadvantaged by the Australian education system.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Internet, Kelvin Grove and Caboolture  
**Teaching period:** 2011 6TP4 and 2011 SEM-2

---

**EDB038 INDIGENOUS AUSTRALIAN CULTURE STUDIES**

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

**Credit points:** 12  **Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

---

**EDB039 INDIGENOUS POLITICS AND POLITICAL CULTURE**

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

**Credit points:** 12  **Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

---

**EDB040 INDIGENOUS KNOWLEDGE: RESEARCH ETHICS AND PROTOCOLS**

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

**Credit points:** 12  **Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**EDB041 INDIGENOUS AUSTRALIA: COUNTRY, KIN AND CULTURE**

This unit aims to expand understanding of issues of importance to Indigenous people and to relate those issues to the practices in human service agencies. The Oodgeroo staff and leaders from the Indigenous community will work with staff from Social Work and Human Services in presenting this unit.

**Antirequisites:** SWB109  **Credit points:** 12  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**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  **Equivalents:** EFX201  
**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

---

**EFB210 FINANCE 1**

This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; 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)  **Equivalents:** EFX210  
**Credit points:** 12  
**Contact hours:** 3 per week  **Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

---

**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**

This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and
finance.
**Prerequisites:** BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
**Antirequisites:** EFB101  
**Equivalents:** EFX222  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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 or UDB104  
**Equivalents:** EFB102, EFX223  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**EFB240 FINANCE FOR INTERNATIONAL BUSINESS**
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.

**Prerequisites:** (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)  
**Antirequisites:** EFB312, MIB202  
**Equivalents:** EFX240, EBF223  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**EFB307 FINANCE 2**
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of 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:** EBF210  
**Equivalents:** EFX307  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB312 INTERNATIONAL FINANCE**
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.

**Prerequisites:** EBF210  
**Antirequisites:** EBF212, IBB202, EBF240  
**Equivalents:** EFX312  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB330 INTERMEDIATE MACROECONOMICS**
This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.

**Prerequisites:** EFB223 or EBF102  
**Equivalents:** EFB202, EFX330  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB331 INTERMEDIATE MICROECONOMICS**
This unit is designed to develop students' understanding of microeconomics and its applications at the intermediate level. More specifically, the theoretical and empirical content of this unit provides the basis for understanding the decisions and actions of consumers, firms and governments in modern economies. Furthermore, the unit provides an appreciation of the range of issues to which economics may usefully be applied to improve managerial decision-making and the formulation of public policy to improve the welfare of the community.

**Prerequisites:** EFB223 or EBF102  
**Equivalents:** EFB211, EFX331  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB332 APPLIED BEHAVIOURAL ECONOMICS**
This unit is designed to expose students to current and practical applications of behavioural economics that can be used to improve the understanding of important topics in the area of sports, arts and entertainment. It uses an economic approach to explore topics such as superstardom, fakes, fads and herding behaviour, favouritism, awards and creativity, pressure, pay and performance, positional concerns or outcome uncertainty. The theories and
methodological tools learned in this unit can also be applied to other economic areas and industries. 

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFX332  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 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  
**Equivalents:** EFX333  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**EFB334 ENVIRONMENTAL ECONOMICS AND POLICY**

The unit introduces students to some of the current environmental and natural resource issues confronting society and how planners and decision-makers could better understand and address these problems using economics. This unit demonstrates that economics has a major role to play in helping us to understand and solve some of the environmental problems facing societies. It will be demonstrated that economics can often be used to help protect the environment rather than harm it. The unit would benefit those who wish to work either in the public or the private sector. 

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFX334  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**EFB335 INVESTMENTS**

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

**Prerequisites:** EFB307  
**Antirequisites:** EFB318  
**Equivalents:** EFX335  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB336 INTERNATIONAL ECONOMICS**

International economics advances student understanding of global markets and positions through theories and analyses of trade, intervention, currencies, current transactions, capital positions and obligations in an interdependent world. Through considerations of international positions and competitiveness the unit develops a framework for understanding the prospects and challenges facing firms, organisations, institutions and governments active in the international economy and of the wider issues of global progress and stagnation. 

**Prerequisites:** EFB330 or EFB202, and EFB331 or EFB211  
**Antirequisites:** EFB314  
**Equivalents:** EFX336  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**EFB337 GAME THEORY AND APPLICATIONS**

This unit presents the basic concepts of game theory and its application to economic phenomena, focussing on how individuals and firms deal with uncertainty and situations involving strategic interactions. The theoretical concepts are illustrated with applications from both the private and public sectors. Contents include the economics of uncertainty and information, asymmetric information, auctions, bargaining, markets and competition. 

**Prerequisites:** EFB331 or EFB211  
**Equivalents:** EFX337  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

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

**Prerequisites:** EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  
**Assumed knowledge:** This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study.  
**Equivalents:** EFB329, EFX338  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**EFB340 FINANCE CAPSTONE**

This unit is designed to encompass the theory and knowledge gained in the entire Finance Major. The topics included in this unit are project evaluation, investment analysis, corporate valuation and advanced financial decision making. This unit aims to provide students with the forum to practice their finance skills in an applied setting which acts as a bridge between university studies and real-world employment in the financial services industry. 

**Prerequisites:** EFB307 and EFB335. EFB335 can be
enrolled in the same teaching period as EFB340.  
Equivalents: EFX340  Credit points: 12  Campus: 
Gardens Point  Teaching period: 2011 SEM-1 and 2011 
SEM-2

INB104 BUILDING IT SYSTEMS
Today's modern integrated technology is built on IT systems 
which run in a range of contexts (e.g. mobile computing, 
robotics, and web-based systems) using a range of 
technological solutions such as programming and scripting, 
databases, web development and network programming. 
This 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 
technologies that operate in real world contexts.

Equivalents: ITB001  Credit points: 12  Contact hours: 
3 per week  Campus: Gardens Point  Teaching period: 
2011 SEM-1 and 2011 SEM-2

INB122 ORGANISATIONAL DATABASES
Databases are a key feature in modern organisational 
systems. Stores of data are the prerequisite for 
organisational knowledge and are the substance of 
technology applications. Databases underpin all 
technologies, platforms and application areas such as on-
line transactions (e.g. shopping), health information 
systems, web services, e-government, banking and 
geographical information systems. Corporate Systems 
Managers understand how databases are used in business 
domains and the benefits gained from capturing, storing and 
retrieving quality data to assist organisational planning and 
decision making. Professionals who understand the privacy 
and legislative requirements as they pertain to database 
security and management are increasingly in demand.

Antirequisites: INN122  Equivalents: ITB362  Credit 
points: 12  Contact hours: 3 per week  Campus: 
Gardens Point  Teaching period: 2011 SEM-1

INB180 COMPUTER GAMES STUDIES
This unit is designed to give you a clear understanding of 
the socio-cultural issues that affect the computer game 
industry. Through critical review of games and games 
industry literature, playing games and actively participating 
in classroom discussion you will develop your capacity to 
join in the discourse about the design, impact and future 
direction of computer games in our society.

Antirequisites: INN180, ITB750  Credit points: 12 

Contact hours: 3 per week  Campus: Gardens Point 
Teaching period: 2011 SEM-1

INB181 INTRODUCTION TO GAMES PRODUCTION
This subject will provide you with knowledge and skills in 
games production. By gaining an overview of the production 
process, you will learn how the technology and the people 
involved integrate into a coherent and efficient 
manufacturing process. By the end of this subject you will 
have the knowledge to conceive, create, integrate and 
optimise tools and personnel into a complete games production 
system.

Antirequisites: INN181  Equivalents: ITB751, ITN751 
Credit points: 12  Contact hours: 3 per week  Campus: 
Gardens Point  Teaching period: 2011 SEM-2

INB210 DATABASES
Databases and database systems are essential items that 
support many aspects of everyday life in modern society. All 
graduates from a course in Information Technology will be 
expected by employers to understand the concepts and 
terminology of databases. The aim of this unit is to introduce 
you to the structure and role of databases in modern 
organisations.

Antirequisites: INN210  Equivalents: ITB004  Credit 
points: 12  Contact hours: 3 per week  Campus: 
Gardens Point  Teaching period: 2011 SEM-2

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.

Prerequisites: INB104 or ENB246  Antirequisites: 
INN270  Equivalents: ITB003  Credit points: 12 
Contact hours: 3 per week  Campus: Gardens Point 
Teaching period: 2011 SEM-1 and 2011 SEM-2

INB271 THE WEB
The aims of the unit are to give you a thorough 
derstanding of what the web is, how it works and what it 
has to offer. Additionally, the unit aims to give you a general 
derstanding and basic skills in developing dynamic web 
applications, including an appreciation of the variety of 
implementation technologies available. Through an 
derstanding 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 organisational 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.

Prerequisites: INB104    Antirequisites: INB373 and
INN373 and ITB007 and ITB227 and ITN007 and ITN227
Credit points: 12    Contact hours: 3 per week    Campus:
Gardens Point    Teaching period: 2011 SEM-1

INB272 INTERACTION DESIGN
The aim of this unit is to provide you with an understanding
of the theory, practices and challenges associated with the
development of creative interactive design and human
computer interaction.

Prerequisites: INB103 or INB181    Equivalents: ITB254
Credit points: 12    Contact hours: 3 per week    Campus:
Gardens Point    Teaching period: 2011 SEM-1

INB280 FUNDAMENTALS OF GAME DESIGN
Modern games production is a complex process involving
various businesses and organisations, working with budgets
in the tens of millions. One of the roles within a game
production team is that of the game designer. It is crucial
that a game designer understands how to create a game
world, the rules that govern game play and other high level
design tasks. This subject provides an introduction to game
design, by starting with high level conceptual design tasks
before moving to more concrete tasks.

Prerequisites: INB180    Equivalents: ITB016, ITN016
Credit points: 12    Contact hours: 3 per week    Campus:
Gardens Point    Teaching period: 2011 SEM-2

INB281 ADVANCED GAME DESIGN
This unit will provide you with theoretical and practical
knowledge of advanced games design concepts; that is,
specific activities undertaken by game designers and their
purpose. By the end of this unit you will have the knowledge
to identify problems and suggest solutions for innovative
game designs, as well as understand how to carry out the
process of designing a game yourself. You will possess
practical and theoretical knowledge of game design issues
such as: how to design a game level, how to design a task
and reward a player for completing it, how to ensure that the
player knows how to progress through the game and how to
design characters whose behaviour and dialogue provide
clues and prompts to the player.

Prerequisites: INB210 or ITB004    Antirequisites: ITB229
Credit points: 12    Contact hours: 3 per week    Campus:
Gardens Point    Teaching period: 2011 SEM-1

INB313 ELECTRONIC COMMERCE SITE
DEVELOPMENT
This unit will enable you to specify, design, implement and
maintain effective e-commerce applications. You will obtain
a broad understanding of the potential of e-commerce and
how it can be employed to benefit an organisation. You will
get direct experience of creating an e-commerce storefront
following a business to business (B to B) or business to
consumer (B to C) model. You will also have an
understanding of the computer systems that underpin e-
commerce including payment systems and secure
transactions.

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

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

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

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

Prerequisites: INB210 or ITB004    Antirequisites: ITB229
Credit points: 12    Contact hours: 3 per week    Campus:
Gardens Point    Teaching period: 2011 SEM-1
INB345 MOBILE DEVICES
This unit provides the opportunity for exploring new and emerging mobile devices and wireless technology including iPhone, Netbook, 3G, WiMax, and RFID. Students will critically review and understand how they can be used for current contexts such as government, business, education and social community, as well as emerging ‘wilderness’ environments with no power and wired communication. Students will appreciate the impacts of these devices and be inspired for the current and future opportunities in ICT usage trends.

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

INB346 ENTERPRISE 2.0
Web technologies and applications are reshaping contemporary organisations. By 2009 it has been predicted that more than 80% of organisations will have blogs and more than 50% of organisations will have wikis as part of their business solutions and strategies. Furthermore, with the advent of Cloud Computing, many companies are outsourcing key business functions to external web applications. The successful contemporary organisation requires expertise in not just business and management practice but in the critical design, use and consequences of new and emerging technologies. This unit will explore the ways in which IT has impacted on how organisations design and deliver activities and services internally and externally. The aim of this unit is to provide you with an understanding of how web 2.0 is changing the way contemporary organisations function.

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

INB347 WEB 2.0 APPLICATIONS
Web 2.0 applications enable the user to be control. The unit will provide the opportunity for students to explore web 2.0 applications including blogs, wikis, social networking, social tagging, podcasts, gaming, storytelling and virtual worlds such as second life. Students will critically consider the many and varied web applications and how they can be used in different contexts such as government, small and medium size businesses, non-profit organisations, educational institutions and community groups.

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

INB370 SOFTWARE DEVELOPMENT
Understanding software development is an integral part of the IT industry for software engineers. Software development relies on object technologies, programming techniques and numerous code libraries provided by language developers and third party vendors. Integrated Development Environments, unit testing frameworks, automated and continuous build tools and versioning systems are all becoming part of the tool set modern software developers must be familiar with. This unit is designed to introduce these technologies and techniques to show how software can be rapidly developed.

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

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

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

KCB101 INTRODUCTION TO MEDIA AND COMMUNICATION: TEXTS
This unit introduces you to foundational ideas in the study of communication. It covers key questions of textual analysis, practice, and context. Drawing extensively on examples of popular communication practice from contemporary society, the unit aims to impart an understanding of communication ecologies, processes, systems, and modes within the wider frame of radical changes occurring to the way texts are produced, read and circulated within our culture.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KCB102 MEDIA MYTH BUSTING 1
This unit explores a variety of key myths, controversies and debates surrounding the relationship between media and society. It investigates the historical foundations, cultural context and factual accuracy of a series of 'common sense' arguments regarding how different kinds of media have or have not affected the way our society functions.

Equivalents: KCB140  Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KCB103 STRATEGIC SPEECH COMMUNICATION
This unit emphasises both the theory and practice of speech and interpersonal communication. It introduces theories of language, rhetoric and persuasion, which are interrelated to promote understanding and development of your communication skills. Classroom practice in simulated work situations will enhance the leadership skills you need to become articulate presenters in a range of contexts including personal presentations and interviews.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. Equivalents: KCB295

KCB104 MEDIA AND COMMUNICATIONS: INDUSTRIES
A contemporary understanding of the cultural and economic significance of media and communication industries is a vital foundation for scholarship and professional practice in the media and communications industries. This unit surveys the political economies of print and electronic media industries, as well as advertising and public relations. It considers the impact of regulation on these industries and explores convergence and globalisation as frameworks for understanding change. You will be supported to develop your own strategy for maintaining current awareness of media and communication industries in the process of evaluating current public and policy debates.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts. Equivalents: KCB295

KCB105 MEDIA MYTH BUSTING 2
The research process (define problem, collect relevant information, analyse information, formulate conclusions/outcomes) underlies many decisions that confront media and communication professionals. This subject introduces foundational research skills and contextualises them with a number of media and communication problems. The unit will involve qualitative and quantitative research methods including content analysis, focus groups, ethnography, interviews and survey research which are studied in the context of media and communication problems and issues. You will carry out research using some of these methods, analyse the results and present your conclusions and recommendations.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KCB334

KCB201 NEW MEDIA 1: INFORMATION AND KNOWLEDGE
This unit provides both a critical and conceptual introduction to the issues arising from the emergence of ‘virtual communities’, and a practical introduction to the skills and competencies required for the development and maintenance of successful online social networks. It considers issues arising from the development of online communities from the perspectives of corporate cultures and public or civic action, as well as questions of community, identity and social inequality in Internet culture, conflict management, and ethical and privacy issues on the Web.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KCB334

KCB202 NEW MEDIA 2: APPLICATIONS AND IMPLICATIONS
New media technologies now affect virtually all aspects of our life, from leisure to work. A thorough understanding of their social, cultural, political and economic impacts is crucial for creative industries practitioners. This unit identifies key new media technologies and provides a contextual understanding of their current roles and potential future trajectories.

Assumed knowledge:
* advanced academic writing skills
* advanced research and referencing skills in offline and online contexts
* good working knowledge of the Web and other new media technologies
* some practical experience using blogs, wikis, and/or social networking
Websites as a reader and/or contributor
* ability to conduct academic work independently and in groups

Assumed knowledge: KCB336

KCB203 CONSUMPTION MATTERS: CONSUMER CULTURES AND IDENTITY
A knowledge of and ability to research consumer cultures is essential to those working in the Creative Industries: it is crucial to understand the ways in which consumption actively shapes not only media and production industries,
but also the value and meanings of products themselves. This unit requires you to synthesise and apply concepts and methodologies that you have learned in earlier units. This unit focuses on developing in you a broader understanding of media, communication, and production through the lens of consumer cultures. The knowledge that you gain in this unit will inform your future professional, academic, and creative practices.

Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KCB205 PROFESSIONAL COMMUNICATION

Professional Communication aims to enhance your career prospects by developing a better understanding of communication dynamics between individuals and groups in organisational settings. The unit will sharpen your practical and critical skills in situation analysis, project proposal development, formal document production, sponsor and client presentations, and workplace communication practices. Although the main focus of the unit is on the creative and cultural industries, the content and skills covered are applicable to a range of professions and career options.

Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1 and 2011 SEM-2

KCB206 NEW MEDIA: INTERNET, SELF AND BEYOND

The number of individuals in contemporary societies who use new media technologies to shape, (re)form and sustain their identities is on the rise. From social networking sites like FaceBook and blogs to YouTube, this unit takes you through the critical enquiry of your use of new media in five aspects of everyday life: entertainment, socialisation, information, education and business, health and well-being, and beliefs and politics. This unit also introduces them to theories, issues and deliberations surrounding new media.

Assumed knowledge: KKB101, KKB102, and advanced academic writing, research and referencing skills in offline and online contexts.  
Equivalents: KCB201, KCB295  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

KCB207 EXPLORING NEW MEDIA WORLDS

This unit expands and builds on the connections made between new media and everyday life for the individual in KCB206 to include the relationships between individuals and communities that are afforded, extended, amplified and intensified as well as attenuated by new media technologies and practices. It accomplishes this through an exploration of contemporary worlds—the world of connections; the world of play; the world of commerce and the world of politics—with new media lenses.

Alongside the concepts underlying these explorations, you will also examine, confront and challenge the notion of the boundaries surrounding new media such as the limits of embodiment, nation-states and their infrastructures of laws and economics. The knowledge you gain and processes you learn in this unit will add to your professional, academic and creative development.

Antirequisites: KCP408  
Assumed knowledge: KCB206 is assumed knowledge.  
Equivalents: KCB202, KCB336  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KCB301 MEDIA AUDIENCES

This unit provides you with a conceptual understanding of media audiences within industry and academic contexts. In addition, the unit introduces you to a range of practical skills that may be applied when undertaking audience research. A knowledge of and ability to research audiences is essential to a detailed and comprehensive understanding of the media. The ability to undertake quantitative and qualitative research into various audience groupings, the use of associated analytical tools and the ability to critically analyse academic and industry based audience research are important skills for undertaking both postgraduate research in Media & Communication and those seeking employment in media industries.

Assumed knowledge: Introductory understanding of the relationship between media texts, institutions and society, media or market research, quantitative and qualitative research design, basic statistical analysis skills, and qualitative research methods  
Equivalents: KCB349  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

KCB302 POLITICAL COMMUNICATION

This unit provides an overview of the theory and professional practices of political and parliamentary communication especially through the media and communications industries. The unit examines contemporary and historical political campaigns in Australia and internationally from the perspectives of media influence, strategic image and issue management, rhetorical models, and persuasion theory. The unit also considers how professional campaign consultants plan and develop political campaigns.

Equivalents: KCB311  
Credit points: 12  
Contact hours: 4 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

KCB303 BRISBANE MEDIA MAP

Networks of industry and professional association are extremely important in media and communication industries. In this unit you will extend and apply your critical knowledge of media and communication to the task of deepening your understanding of these networks. Through developing and updating the Brisbane Media Map—an online resource that
profiles media and communication industries in Brisbane—you will also refine your project planning and management skills, information analysis skills, and team leadership and membership skills. You will also explore ethical, communication, and intellectual property concerns that arise in the processes of undertaking a real-world media and communication industries project.

**Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KDB304 DESIGNING COMMUNICATION RESOURCES**

Controlled media resources (such as brochures, booklets, information kits, promotional materials, and web sites) are common tools used during communication campaigns. This unit develops your abilities to devise effective resources for clients. You will develop critical and practical skills in evaluating resources, managing projects, researching the audience, writing and designing resources, testing your work, and seeing the product through to final production. The unit involves desktop publishing training, and offers you the opportunity to develop a print or electronic resource for a client.

**Prerequisites:** Completion of 72 credit points of study  
**Equivalents:** KCB335  
**Credit points:** 12  **Contact hours:** 5.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KDB103 DANCE TECHNIQUE STUDIES 1**

This unit involves practical dance classes as on-going action research.

**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Equivalents:** KDB180  
**Credit points:** 12  **Contact hours:** BCI: 9 per week; BFA: 13.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KDB104 DANCE TECHNIQUE STUDIES 2**

This unit involves practical dance classes as on-going action research.

**Prerequisites:** KDB103 or KDB180  
**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Equivalents:** KDB181  
**Credit points:** 12  **Contact hours:** BCI: 8 per week; BFA: 13.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KDB105 ARCHITECTURE OF THE BODY**

This unit focuses on experiential awareness of the body, including an introduction to a working knowledge of anatomy, kinesiology and the movement potential of the body, both in theory and practice  
**Equivalents:** KDX104  
**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KDB106 DANCE ANALYSIS**

This unit includes a study of the analysis of dance through a concentration on the dance as text and a study of various international historical and contemporary works.

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

**KDB107 CHOREOGRAPHIC STUDIES 1**

This unit introduces crafting skills and choreographic devices used in process of making dance work. It includes the presentation of group work.

**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Equivalents:** KDX143  
**Credit points:** 12  **Contact hours:** BCI: 4 per week; BFA: 2 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KDB108 WORLD DANCE**

This unit includes exposure to a range of culturally specific dance styles through practical workshops and a theory component providing contextual background to the styles taught.

**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Equivalents:** KDB172  
**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KDB109 FUNK, TAP AND ALL THAT JAZZ**

American and Western European popular and music theatre dances from the late 1900s to the present form the content base of this unit, drawing on three of the following styles: funk, tap, jazz and/or hip-hop. Dance technique and style pertinent to each dance form is taught in the practical classes, while in the theory component of the unit this content is interrogated through historical and cultural perspectives.

**Assumed knowledge:** Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  
**Credit points:** 12  **Contact hours:** 5 per week  **Campus:** Kelvin
KDB208 INTEGRATED PROFESSIONAL SKILLS
This is an integrated program building specific practical and psychological skills and strategies for career development and enhancement.

Equivalents: KDB221  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KDB213 DANCE TECHNIQUE STUDIES 3
This unit involves practical dance classes as on-going action research.

Prerequisites: KDB104 or KDB181  Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  Equivalents: KDB182  Credit points: 12  Contact hours: BCI: 7.5 per week; BFA: 13.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KDB214 DANCE TECHNIQUE STUDIES 4
This unit involves practical dance classes as on-going action research.

Prerequisites: KDB213 or KDB182  Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  Equivalents: KDB183  Credit points: 12  Contact hours: BCI: 6 per week; BFA: 13.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KDB225 MUSIC THEATRE SKILLS
This unit provides students with an introduction to practical skills development in acting, dance and singing for music theatre.

Assumed knowledge: Entry to this unit is subject to evidence of a high level of physical fitness, with no existing injuries. Hence, you may be required to obtain a physiotherapist report & have it approved by the unit coordinator before you will be permitted to enrol.  Equivalents: KSB225, KSB011  Credit points: 12  Contact hours: BCI: 6 per week; BFA: 13.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KFB103 INTRODUCTION TO FASHION
This unit provides an introduction to some of the complexities of the fashion system and is intended to provide a base for students wishing to pursue the subject of fashion as a major, sub-major or minor.

Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove
KFB106 UNSPEAKABLE BEAUTY: A HISTORY OF FASHION AND STYLE
Fashion has been a defining feature of Western culture for over 500 years. Contemporary fashion regularly revisits earlier approaches to dressing the body. This unit studies key figures in the history of fashionable dress who defined the standards of beauty for their time. It provides students with a basis for understanding fashion as a significant form of visual culture as well as providing a vital sense of history.

Credit points: 12  Contact hours: 2.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KFB107 DRAWING FOR FASHION
This unit concentrates on developing core skills and knowledge of drawing to provide an important foundation for existing and evolving modes for constructing and presenting fashion proposals.

Equivalents: KVB107, KVB107-2, KVB757-2  Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

KFB205 FASHION AND STYLE JOURNALISM
This unit maps the scope and practice of fashion and style journalism in Australia and internationally. It will allow you to develop the skills necessary to conceptualise and produce fashion and style editorial content in a variety of styles and contexts.

Prerequisites: KFB103 or KJB224 (KJB224 can be enrolled in the same teaching period)  Assumed knowledge: It is strongly recommended that prior to undertaking this unit students complete both KFB103 and KJB224.  Equivalents: KJB339  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KFB206 FASHION AND MODERNITY
In this unit students will examine the development of modern fashion. They will study the influence of various factors that affect changes in fashion, including major designers.

Equivalents: KFB105, KFB408  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KFB207 CONTEMPORARY FASHION
Fashion is a vital dimension to contemporary culture; it is art and industry, idea, image and product. In its truest sense all Fashion is Contemporary fashion. This unit draws on ideas developed in Introduction to Fashion to provide a context for the shifting terrain of contemporary fashion. The unit addresses content such as key developments in fashion since 1970, significant International and Australian contemporary designers and current trends in the consumption, production and presentation of fashion.

Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KFB208 FASHION PORTFOLIO
In the fashion design and associated industries digital illustration/graphic and presentation skills are increasingly necessary to present creative and professional work. Through the use of technology, fashion and textile designers, illustrators and photographers can present and enhance their applied creativity by augmenting traditional hand skills with a range of digital processes. This unit introduces the learner to this knowledge and to the processes and practices that will enable the student to develop a concept driven fashion portfolio.

Equivalents: KFB202, KFB201  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KFB209 RAGTRADE: WHOLESALING FASHION
This unit focuses on the logistics and skills required in the industry, for the distribution and selling end of the fashion cycle. It will develop your understanding of the importance of international and national wholesale selling or order taking, through to fashion companies going direct to the final consumer.

The unit seeks to bring together the professional, creative and real world opportunities available in fashion industry selling strategies, with the business planning and sustainability strategies required for profitability. You will acquire skills and knowledge that will support and enhance your understanding of current and future trends in fashion business planning, entrepreneurial acumen and sales logistics, through practical application of the practices and strategies researched.

Prerequisites: KFB103  Assumed knowledge: Completion of 72 credit points of study is assumed knowledge  Equivalents: KFB201  Credit points: 12  Contact hours: 3.5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KFB304 FASHION, LAW AND THE REAL WORLD
This unit prepares you for the transition into the real world, by equipping you with an understanding of law as a regulator of business. In order to flourish as an entrepreneurial creative practitioner, it is essential that you understand the legal implications of your decisions and actions and those of others with whom you work or trade. This unit forms part of the final year of study so that you can apply the knowledge acquired within your workplace learning experiences and incorporate the learning from this unit into their planning and preparation for graduation.

Equivalents: KFB056  Credit points: 12  Contact
The unit is an introductory examination of the development of animation. It addresses social, cultural, economic and technological themes that have shaped notable practitioners and established animation as a significant medium for the expression of popular culture, artistic experiment and philosophical, social and political comment. **Equivalents:** KIB825 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-1

**KIB201 CONCEPT DEVELOPMENT FOR GAME DESIGN AND INTERACTIVE MEDIA**

This unit addresses theoretical issues associated with non-linear story structures and interactive narratives through the analysis of game structures, the creation of original game ideas and the application of techniques of information design to the structuring of non-narrative content. Addressing the creative and analytical roles of writers, conceptual designers and information designers in the context of interactive digital media and the Creative Industries. **Equivalents:** KIB816 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-1

**KIB202 ENABLING IMMERSION**

As creative practitioners within a highly networked technological society, it is important to develop a critical understanding of how the application of technology influences modes of communication, production processes and creative practices, particularly within the Creative Industries. This unit provides an introductory overview of the philosophies underlying applications of technology, and critically examines current applications in order to explore creative visions of future technology. **Prerequisites:** KIB201 **Equivalents:** KIB814 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove **Teaching period:** 2011 SEM-2

**KIB203 INTRODUCTION TO 3D COMPUTER GRAPHICS**

The field of 3D computer graphics has grown from being a highly specialist field, supported by large film studios, into a vast and growing industry. Throughout film and television, scientific visualization, industrial and architectural design, physical modelling, animation and gaming; 3D visualisation has become a significant contributor to the construction of virtual worlds and the simulation of physical environments. This unit provides an introduction to the world of 3D graphics, paying particular attention to pre-production techniques, project management, 3D modelling techniques, and designing virtual environments. It establishes a foundation for advanced study in subsequent units on Real-time Computer Graphics and Virtual Environments. Theoretical understandings gained through lectures will be supplemented with technical skills in workshops, and
applied to the production of 3D environments in design studios.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KIB205 PROGRAMMING FOR VISUAL DESIGNERS AND ARTISTS**
As part of a contemporary art and design production, practitioners often need to understand aspects of computer programming. This unit provides artists and designers with an introduction to computer programming. It demonstrates how artists and designers use programming within their practices and introduces the principles of programming that will allow you to use computing as a tool for art and design innovation. The unit is presented in a manner that is suited to the learning styles of visual designers and artists, and requires no previous computer programming experience. These skills will developed and applied to the development of art and design outcomes in a studio setting.

**Antirequisites:** INB270  **Assumed knowledge:** Fluency in the use of typical multimedia software applications is assumed knowledge.  **Equivalents:** KIB210

**Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KIB214 DESIGN FOR INTERACTIVE MEDIA**
Designing for contemporary media requires a sophisticated understanding of how we effectively interact with new technologies, software applications, displays and environments. This unit focuses on the field of interaction design and user experience design. It develops an understanding of the theories, methods, and processes employed by Interaction Designers through a series of lectures and tutorials. These principles are then applied to authentic design briefs within design studios.

**Prerequisites:** KIB102 or KIB202 or KIB802 or KIP402  **Equivalents:** KIB210

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KIB216 ADVANCED WEB DESIGN**
Web Design has extended significantly from the concept of information delivery into social networking and other expanded modes of engagement. Web applications now appear in a range of delivery platforms from the desktop to personal and mobile technologies, such as media players and mobile phones. This unit will extend upon the knowledge and skills acquired in Introduction to Web Design, Interaction Design and Interface Design. It will introduce you to dynamic Web publishing employing contemporary open source content management systems. Theoretical understandings gained in lectures will be complemented by technical skills and applied to the development of authentic projects within design studios.

**Prerequisites:** KIB204 or KIB230  **Equivalents:** KIB211, KIB817

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

**KIB220 ANIMATION PRODUCTION**
Animation employs a studio-based production process that introduces you to workflows, practice-based investigations, critical thinking and problem-based learning. Animation: Studio Production will support you to build animation studio production skills by introducing design briefs, networking, teamwork and collaboration. This unit will focus particular attention on image-based solutions for the production of animated work. It will allow you to advance your skills and techniques in matte painting, image-based modeling, terrain and environment modeling, particle systems for environments, and 3D object creation and shading, as you develop an area of specialisation through personal investigation and self-directed inquiry.

**Prerequisites:** KIB105 and KVB106  **Credit points:** 12  **Contact hours:** 6 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KIB221 ANIMATION: CG TOOLKIT**
CG Toolkit offers an in-depth look at the tools of animated production from within a studio setting. Continuing from Animation Studio 1: Preproduction, this unit looks at the tools and the processes involved in creating high level successful 3D computer animations for game development, film or television production, web or emergent media.

**Prerequisites:** KIB105 or KIB804  **Equivalents:** KIB213

**Credit points:** 12  **Contact hours:** Up to 6 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KIB225 CHARACTER DEVELOPMENT, CONCEPTUAL DESIGN AND ANIMATION LAYOUT**
This unit emphasizes production in practice. By considering type and generic attributes within a technological context, you will be guided through the key concepts involved in the development of working drawings and final artworks.

**Prerequisites:** KIB111 or KIB203 or KIB107 or (KIB105 and KIB108 and KVB106)  **Equivalents:** KIB106, KIB807

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

**KIB230 INTERFACE AND INFORMATION DESIGN**
With the advent of new technologies for communication, graphical user interfaces have become fundamental to the design of effective communication, and a key factor in the uptake, ease of use and experience of technology systems. This unit builds upon knowledge and skills acquired in units on visual communication and Web design to establish the knowledge and skills required to design and produce effective visual interfaces for technology applications such as Web, small screens in mobile media, and interactive displays. It will cover theories and principles of visual
communication, information architecture and user experience design, which will be applied in the production of interfaces for interactive media and digital projects. The unit will be taught through a combination of lectures, tutorials and practical classes, in which skills and knowledge will be applied.

**Prerequisites:** KIB101 or KIB801  
**Equivalents:** KIB211  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB309 EMBODIED INTERACTIONS**

Interaction with technology has advanced beyond the desktop paradigm of mouse and keyboard to embodied interfaces that incorporate video tracking, audio input, and gestural interaction techniques. Applications range from wearable technology to tangible media installations. This unit introduces an experimental field of interactive media design through the practical application of the processes and techniques of tangible media applications. Lectures, which provide the theoretical grounding of the study area, methodologies and examples of the application of tangible media are complemented by practical classes which extend the technical skills acquired in Programming for Designers and Artists and support the development of tangible media outcomes within design studios.

**Prerequisites:** KIB216 or KIB205 or INB385  
**Equivalents:** KIB311  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB314 TANGIBLE MEDIA**

This unit extends the understandings of tangible media interfaces and applications gained in the embodied media unit. In this unit students will develop a tangible media project from concept through to design, production, evaluation, and exhibition. Theoretical understandings on tangible media object design, interaction and installation gained through lectures will be supplemented with production skills in workshops, and applied to the development of tangible media works in design studios. Finished works will be displayed in a final exhibition where members of the public will interact with them.

**Prerequisites:** KIB309  
**Equivalents:** KIB311  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIB315 CONTEMPORARY ISSUES IN DIGITAL MEDIA**

The ubiquitous uptake of new technologies in communication, social interaction, and artistic expression has changed the way that we conceptualize art and design. Designing within a contemporary context requires a sophisticated understanding of new design practices, methods, and theoretical models. This theory unit is designed to create an awareness of contemporary design practices, theories, and historical and philosophical contexts; and to develop the critical, creative and analytical thinking that is required for design innovation. The unit will be taught through a combination of lectures, seminars and presentations.

**Prerequisites:** Completion of 168 credit points of study  
**Equivalents:** KIB806  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**KIB322 DESIGN PROJECT**

Design Project is an advanced studio unit for interactive and visual designers. The second of two capstone units, it supports students to develop a final project which brings together the creative approaches, specialist design knowledge, and organizational skills that have been acquired through the Interactive and Visual Design course. In this unit, you will develop a design project based on proposals and prototypes produced in Design Project 1. The unit will be taught through presentations and seminars, critical reviews and design studio processes. The outcomes of this unit will contribute to a design portfolio and a graduate exhibition.

**Prerequisites:** Completion of 168 credit points of study  
**Equivalents:** KIB806  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**KIB325 REAL-TIME 3D COMPUTER GRAPHICS**

This unit provides the opportunity for extending the principles of 3D computer graphics into the emerging field of virtual environments that respond to interaction in real time. In this unit, you will cover the principles of real-time modeling; texture acquisition for real-time environments and interaction design in the 3D context. This unit provides an
opportunity where students studying 3D computer graphics can apply animation and interactive design principles to real-time spaces. These principles can be applied to the fields of game design and interactive 3D environments.

**Prerequisites:** KIB225  
**Equivalents:** KIB310, KIB821  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB335 TYPOGRAPHY AND ILLUSTRATION**

Typography and illustration are essential components of graphic design for both print and electronic media. This unit will focus on techniques of type design, appropriate use of type forms, the design and incorporation of lettering, and the expressive and communication uses of typography. It will also cover the history, uses, and processes of illustration and its application within visual design and communication. Lectures will introduce design history, techniques and approaches, which will be applied in design studios.

**Prerequisites:** KV204  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KIB338 PRINT MEDIA**

This unit builds on the visual communication and graphic design units to develop specialist skills in design layout and the creative production of print media. It will introduce the theory and principles involved in combining text, image and design elements into a coherent design layout and will extend this theory into practice through the development of advanced design publishing techniques. Theoretical understandings gained through lectures will be augmented with technical skills in workshops, and applied to the production of team-based, professional quality print projects in design studios.

**Prerequisites:** KIB120 or KV204  
**Antirequisites:** KCP361, KCP405  
**Credit points:** 12  
**Contact hours:** 3 per week, plus several workshops during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KJB101 DIGITAL JOURNALISM**

This unit acquaints you with the uses journalists make of computers in their work: for word-processing, personal information management, time management, and gathering information for stories and journalism assignments by searching online and CD-ROM databases, by analysing public records with spreadsheets and by using email to interview sources found on Internet bulletin boards and in newsgroups, usergroups, and listservers.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KJB120 NEWSWRITING**

In this unit you learn to think like journalists, to evaluate events for their potential news value, to record interviews and perform other reporting tasks and to write news stories. It includes the evolution and theories of reporting.

**Antirequisites:** KJP401  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KJB121 JOURNALISTIC INQUIRY**

This unit develops the basic skills learnt in Newswriting: generating story ideas; researching; conducting interviews; finding news values and news angles and applying them in a practical context. You also learn about how practical newswriting skills fit into an online environment. You are introduced to the rigours of deadlines and have opportunities to write stories related to different news rounds throughout the semester.

**Prerequisites:** KJB120  
**Antirequisites:** KJP402  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KJB224 FEATURE WRITING**

Students conduct interviews and other research that they use to write Internet, newspaper and/or magazine articles that profile personalities or stories or that treat processes, events and places to exploit their human-interest value.

**Prerequisites:** KJB120 or KWB107 or KWB381  
**Antirequisites:** KJP403  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KJB239 JOURNALISM ETHICS AND ISSUES**

QUT Journalism supports the development of socially responsible, ethical journalists. KJB239 is a core journalism unit. It begins with an overview of western and eastern moral philosophical traditions and moves on to examine current journalistic practice in the context of Australian and international news media operations, regulatory bodies and the stance of professional journalism organisations. Students generate ethical dilemmas and work through them individually, making difficult decisions about issues such as invasion of privacy, protection of sources and conflict of interest. The impact of developing information and communication technologies is also addressed.

**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KJB280 INTERNATIONAL JOURNALISM**

This unit identifies, compares and analyses the diversity of journalistic practice in different countries and regions. You will look at historical conditions that have led to variations in journalism across the world, how different politico-economic systems affect journalistic activity, and how and why different news media take distinct approaches to covering world issues. You will develop the cross-cultural awareness and background knowledge required to identify story ideas, relate to sources and produce news reports in different
countries and cultural environments.  

**Prerequisites:** KJB120 or KJP401  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

### KJB337 PUBLIC AFFAIRS REPORTING

This is an advanced reporting unit stressing the watchdog role of the news media using investigative techniques, including computer-assisted reporting, Internet and other online searching. You write news feature stories for possible publication, and engage in case study/role play exercises for understanding public events/processes and their relationships to news media. The unit is taught in three hour blocks over the first nine weeks of semester.  

**Prerequisites:** KJB120  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

### KKB004 INDIGENOUS CREATIVE INDUSTRIES

Every culture contains, within its approach to arts practice, the business of creativity. Learning and teaching in the Indigenous Creative Enterprise Unit, develops a sphere of shared knowledge designed to inspire sustainable arts praxis and production.  

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KKB704

### KKB101 CREATIVE INDUSTRIES: PEOPLE AND PRACTICES

The development of the creative industries has been identified as a central element of the contemporary knowledge-based economy, which is informational, global and networked. This unit introduces concepts of the creative industries and the work of creative industries practitioners who explore and exploit the expression of creativity for commercial and artistic gain. In exploring the work of creative industries practitioners you will develop written communication skills for new media and academic contexts and reflect on your own emerging role as a creative industries practitioner. This unit is the first of two Creative Industries Foundations units which focus on building an understanding of creative industries practices and a diverse range of literacies essential to working in this new knowledge economy.  

**Equivalents:** KKB009, KKB618  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2011 SEM-1

### KKB102 CREATIVE INDUSTRIES: MAKING CONNECTIONS

The ability to work collaboratively and to communicate effectively is essential for all Creative Industries professionals. In this unit you will have the opportunity to acquire and apply research, collaborative practices and project management skills through the collaborative development of a Creative Industries project proposal. This unit is a complement to KKB101 Creative Industries: People and Practices and examines the practical requirements of contributing to cultures and establishing connections with communities.  

**Assumed knowledge:** KKB101 is assumed knowledge.  
**Equivalents:** KKB007, KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2011 SEM-2

### KKB175 CREATIVE INDUSTRIES LEGAL ISSUES

This unit introduces Creative Industries students to the law which applies to their professional practice and theoretical study. The unit provides a foundational approach to general aspects of law as well as particular topics for students in these fields. The unit is based on a core set of lectures and tutorials which are offered in two strands: Strand 1 for Journalism and Media Communication; Strand 2 for other Creative practices.  

**Antirequisites:** LWS009  
**Equivalents:** KKB275  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

### KKB216 GRAPHICAL DEVELOPMENT ENVIRONMENTS FOR MEDIA INTERACTION

You will build interactive software systems for sampling, synthesising and manipulating media in real-time using graphical programming environments (also known as “patcher languages”). This will enable you to design and implement custom audio/video software for live performances and/or installations.  

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

### KKB221 APPROACHING INTERDISCIPLINARITY

In order to be competitive in the global community, innovative practice becomes a commodity that is highly attractive. It is widely recognised that a sound knowledge in at least one discipline is a prerequisite for effective collaborative practice. This is the first of two units which are planned to expose and reveal the knowledges embedded in the qualities and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. This first unit offers you the opportunity to practice multi-disciplinary processes in teams and explores the psychology behind preferences for role choices within these teams.  

**Prerequisites:** KKB102 or KKB007 or KKB818  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

### KKB222 INTERDISCIPLINARITY IN PRACTICE

Being able to function effectively in collaborative teams often necessitates the cross-fertilisation of ideas and
practices in the creative process. Coupled with the thinking that the constraints of working in a single discipline may prevent its progression in the field, the practice of cross and inter-disciplinary offers fresh entry points to the investigation, creation and production of product. This is the second of two units which are planned to expose and reveal the knowledges embedded in the qualities and concentrations of an individual discipline and commence functionally integrating this knowledge alongside other disciplines. The unit introduces you to cross and inter-disciplinary collaborative processes in the development of a site specific product for a festival to be held in the CI precinct.

**Prerequisites:** KKB221  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

### KKB341 CREATIVE INDUSTRIES INTERNSHIP 1

It is important that Creative Industries students gain real work industry-based experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This advanced-level (capstone) unit is offered during the final year of an undergraduate degree course at which time students are able to apply appropriate, transferable skills to a workplace or professional context.

**Prerequisites:** Completion of 168 credit points of study  
**Antirequisites:** KKB343, KKB344  
**Credit points:** 12  
**Contact hours:** Varies according to discipline-specific internship requirements  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### KKB342 CREATIVE INDUSTRIES INTERNSHIP 2

It is important that Creative Industries professionals gain real work industry-based experience in order to link university study with professional practice. Students need to equip themselves not only with skills and discipline knowledge but also with understandings and experience in order that they may function and flourish when they enter the workplace. This advanced-level capstone unit is offered during the final year of an undergraduate degree, that builds upon and strengthens knowledge and skills acquired in KKB341 Internship 1.

**Prerequisites:** KKB341 (can be enrolled in the same teaching period) or KKB343  
**Antirequisites:** KKB344  
**Credit points:** 12  
**Contact hours:** Varies according to discipline-specific internship requirements  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### KKB343 SERVICE LEARNING 1

Service Learning is a form of experiential education characterised by student participation in an organised service activity connected to specific learning outcomes, meets identified community non-profit organisations' needs and provides structured time for student reflection and connection of the service experience to learning. This elective unit is offered during the final year of an undergraduate Creative Industries degree course at which time students are able to apply appropriate, transferable skills to benefit a community organisation.

**Prerequisites:** Completion of 168 credit points of study  
**Credit points:** 12  
**Contact hours:** Between 90 and 100 hours duration  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### KKB345 CREATIVE INDUSTRIES PROJECT 1

The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty. Normally projects are advertised in the preceding semester through the CI Transitions Hub (log on to BB > Community top tab > Creative Industries > CI_Transitions). For some students this unit will be taken as the first of two 'project' units related to the same project, in such cases this unit may be a prerequisite or corequisite to the second unit, KKB346 Creative Industries Project 2.

**Prerequisites:** Completion of 72 credit points of Creative Industries units (K%B% units)  
**Credit points:** 12  
**Contact hours:** About 150 hours across the semester.  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### KKB346 CREATIVE INDUSTRIES PROJECT 2

The Faculty of Creative Industries intends that its graduates practice as professionals in their respective discipline or disciplines. Increasingly, a major part of such practice is the instigation, management, monitoring, and reporting on Creative Industries projects. This unit offers experience at participating in an advertised project that may be offered by one or more disciplines in the Faculty. Normally projects are advertised in the preceding semester through the CI Transitions Hub (log on to BB > Community top tab > Creative Industries > CI_Transitions). For some students this unit will be taken as the second of two ’project’ units related to the same project, in such cases the first unit (KKB345) may be a prerequisite or corequisite to the second unit (KKB346).

**Prerequisites:** KKB345 (can be enrolled in the same teaching period)  
**Credit points:** 12  
**Contact hours:** About 150 hours across the semester. However when the project is combined with KKB345, then between 230-270
hours in duration across both projects. **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**KKB347 BECOMING A RESEARCHER: UNDERSTANDINGS, SKILLS AND PRACTICES**

This is the first of two units for third year Creative Industries students designed as a preparation for the Creative Industries Faculty Honours program and/or as an introduction to professional and commercial research contexts.

**Prerequisites:** Completion of 192cp of study  **Assumed knowledge:** Students are expected to have a GPA of 5 or above.  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KKB350 CREATIVE INDUSTRIES INTERNATIONAL STUDY TOUR**

This unit is designed for students who have completed at least one year full time study of a QUT Creative Industries Faculty course and are ready to expand their horizons by gaining experience of international creative industries practice in creative cities. Creative cities contain tourist districts, art museums, galleries, fashion houses, creative precincts, production houses and the like, managed by internationally recognised cultural producers, designers and professionals. The unit addresses the issues that pertain to the culture that is produced and exhibited in the city or cities selected for the tour and provides the opportunity for students to interact with internationally recognised creative artists and cultural professionals.

**IMPORTANT NOTE:** The cost of the 2-3 week tour is estimated at between four and five thousand dollars.

**Prerequisites:** Completion of 72 credit points of study (K% units)  **Credit points:** 12  **Contact hours:** 2-3 week tour and several lectures during semester  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KMB002 MUSIC AND SPIRITUALITY**

Living in the materialistic world in the 21st Century has reignited the desire for spirituality to reach beyond the commercial and ephemeral. This unit examines the interaction of music with ritual, meditation, celebration, joy, protest and healing. It explores this relationship drawing from a range of cultures and times including indigenous Australian, Western European and Eastern cultures.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2009 SEM-2  **Incompatible with:** KMB667

**KMB003 SEX DRUGS ROCK ‘N’ ROLL**

In this unit, you gain an insight into the interaction between music and society by analysing the artistic, economic, and political landscape of the diverse, innovative music of the 21st century including rock and pop music, world music, dance music, indigenous music and new age music.

**Equivalents:** KMB640  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2011 SEM-1

**KMB004 WORLD MUSIC**

You will gain an awareness and better understanding of world music, its particular significance within Australia and its impact upon contemporary music through a series of lectures, demonstrations and tutorials.

**Assumed knowledge:** A knowledge of music fundamentals is assumed knowledge.  **Equivalents:** KMB631  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KMB005 GROUP MUSIC**

In this unit, you experience the cooperative interaction of music-making as a participant or a leader. This is a year long unit. Students must complete both KMB005-1 and KMB005-2 to be awarded final credit points.

**Prerequisite(s):** KMB005-1  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-2  **Incompatible with:** KMB616-2

**KMB005 GROUP MUSIC**

In this unit, you experience the cooperative interaction of music-making as a participant or a leader. This is a year long unit. Final credit points are awarded at the completion of KMB005-2.

**Prerequisite(s):** Approval of unit coordinator  **Credit points:** 6  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-1  **Incompatible with:** KMB616-1

**KMB104 MUSIC AND SOUND SKILLS**

You will study improvisation and music production, undertake an extensive listening program and develop sound creative and conceptual skills. The unit stimulates both beginners and experienced musicians, adopting a fresh approach to the field.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-1  **Incompatible with:** KMB649, KMB130/KMB632

**KMB105 MUSIC AND SOUND TECHNOLOGY**

This is an introduction to the broad range of options available to the musician in the age of technology. You will explore sequencers and audio programs as tools, mediums and musical instruments, for performance, composition as well as the basics of sound design. **NOTE:** Semester 1 offered to KM32, IX07, KM35, KM36, KM42 ONLY. Semester 2 offered to all others except those mentioned above.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2009 SEM-1 and 2009
KMB106 MUSIC AND SOUND FOR MULTIMEDIA
This unit deals with studio recording techniques, computer- assisted composition, the role of music in non-linear structures, the effect of sound in digital media productions, sound effects and foley techniques, musical acoustics, and digital sound theory.
Assumed knowledge: Sound recording and operation of audio editing software is assumed knowledge.
Credit points: 12
Contact hours: 2.5 per week
Campus: Kelvin Grove
Teaching period: 2010 SEM-2

KMB107 SOUND, IMAGE, TEXT
This unit focuses on the rich and varied relationship between sound and image in a number of media and artforms, including film, music video, theatre, installation, mixed media performance and many more.
Credit points: 12
Contact hours: 2.5 per week
Campus: Kelvin Grove and Caboolture
Teaching period: 2011 SEM-2

KMB108 SOUND RECORDING AND ACOUSTICS
This is an introduction to the fundamentals of the physical world of sound, basic signal flow, sound recording and acoustics.
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2009 SEM-1 and 2009 SEM-2
Incompatible with: KMB621

KMB110 MUSIC PRODUCTION 1
These sequential units beginning with the development of a secure and reliable technique in production skills. The unit includes small group learning work, attendance and participation in weekly performance seminars and group rehearsals of a wide range of music appropriate to an ensemble.
Credit points: 12
Contact hours: 7-9 per week
Campus: Kelvin Grove
Teaching period: 2009 SEM-1
Incompatible with: KMB657

KMB111 MUSIC PRODUCTION 2
This unit continues the development of a secure and reliable technique in production skills. It includes small group learning work, attendance and participation in weekly performance seminars and group rehearsals of a wide range of music appropriate to an ensemble.
Prerequisite(s): KMB110/KMB657
Credit points: 12
Contact hours: 7-9 per week
Campus: Kelvin Grove
Teaching period: 2009 SEM-2
Incompatible with: KMB658

KMB113 MULTI-INSTRUMENTAL MUSIC A
In this unit, students engage in the study of two secondary instruments, necessary for the instrumental music teacher and professional doublers. Additionally, a lecture/class discussion is utilised to reflect on a range of topics relevant to the study.
Prerequisite(s): KMB110/KMB657 or KMB120/KMB651
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2009 SEM-2
Incompatible with: KMB622

KMB119 MUSIC AND SOUND PRODUCTION 1
This unit introduces students to the fundamentals principles of music and sound production through a mix of theory and practice. Students gain an understanding of sound recording, sound production and live sound reinforcement and develop listening skills essential for music and sound production.
Equivalents: KMB108, KMB621
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KMB120 MUSIC PERFORMANCE 1
This series of sequential units begins with the development of musical skills on a principal instrument or voice. Content includes lessons and masterclasses, attendance and participation in weekly performance seminars and Principal Group activities.
Credit points: 12
Contact hours: 7-9 per week
Campus: Kelvin Grove
Teaching period: 2009 SEM-1
Incompatible with: KMB651

KMB121 MUSIC PERFORMANCE 2
This unit continues the development of a secure and reliable technique on a principal instrument or voice, but stylistically expands upon semester 1. You will spend equal time on your current typically repertoire-driven focus and a clearly contrasting genre or style. It includes lessons, attendance and participation in weekly performance seminars and group rehearsals of a wide range of music appropriate to the ensemble of choice.
Prerequisite(s): KMB120/KMB651
Credit points: 12
Contact hours: 7-9 per week
Campus: Kelvin Grove
Teaching period: 2009 SEM-2
Incompatible with: KMB652

KMB122 MUSIC AND SOUND CONCEPTS 1
This is the first of two units exploring and engaging with key concepts in music and sound. The unit encompasses both criticism and analysis as well as creative practice and experimentation and draws on a wide spectrum of contemporary and historical music and sound examples.
Equivalents: KMB130, KMB632
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

KMB129 MUSIC AND SOUND PRODUCTION 2

Published on: 13 June 2012
Page 59/72
This unit builds on Music and Sound Production 1. It introduces students to sound synthesis and signal processing and extends the students understanding of the approaches and aesthetics underpinning creative music and sound production. Students will further develop practical skills in music and sound composition and deepen their knowledge of the hardware and software commonly used in creative production.

**Equivalents:** KMB105, KMB619  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KMB130 CORE MUSICIANSHIP 1**
In this unit, students develop a range of generic musical skills that are relevant to a broad range of musical contexts and environments. The unit focuses on the building blocks of a broad and inclusive musicianship and includes development ofaural, analytical and compositional skills through lectures, tutorials and focused musical tasks and improvisation.

**Credit points:** 12  
**Contact hours:** 4.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-1  
**Incompatible with:** KMB632

**KMB131 CORE MUSICIANSHIP 2**
Continuing on from Core Musicianship 1, you will develop further a range of generic musical skills that are relevant to a broad range of musical contexts and environments. The unit focuses on musical language and context and includes the further development of aural, analytical and compositional skills through lectures, tutorials and focused musical tasks and improvisation.

**Prerequisite(s):** KMB130/KMB632  
**Credit points:** 12  
**Contact hours:** 4.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KMB633

**KMB132 MUSIC AND SOUND CONCEPTS 2**
This is the second of two units exploring and engaging with key concepts in music and sound. The unit extends the critical and analytical skills developed in Music and Sounds Concepts 1 as well as developing a broader understanding of strategies for creative practice and experimentation by critically listening to a wide spectrum of contemporary and historical music and sound examples.

**Prerequisites:** KMB122  
**Equivalents:** KMB131, KMB633  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KMB200 MUSIC SCENES AND SUBCULTURES**
This unit will explore many of the major musical subcultural movements of the last sixty years through an interdisciplinary approach. To understand how music operates as a form of social, cultural and political communication this unit explores the various contexts in which music circulates and is made meaningful.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KMB205 SOUND MEDIA MUSICIANSHIP**
This unit offers an in-depth study of music as a sound phenomenon. It explores music through understanding the physics of sound, psycho-acoustics, spectro-morphology, and tools and techniques for sound manipulation. As a musicianship unit, this exploration involves analysis, research and composition.

**Prerequisites:** KMB131 or KMB633 or KMB104 or KMB649  
**Equivalents:** KMB635  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**KMB209 CONDUCTING**
This unit introduces you to a wide range of music and styles and assists them to achieve artistic objectives in music performance through conducting workshop activities including practical conducting, stylistic practices, repertoire, and rehearsal and performance techniques.

**Prerequisite(s):** KMB131/KMB633  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-1  
**Incompatible with:** KMB623

**KMB212 ARRANGING**
This unit explores arranging techniques for vocal combinations and genres.

**Prerequisite(s):** KMB131/KMB633  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KMB617

**KMB213 MULTI-INSTRUMENTAL MUSIC B**
In this unit, students engage in the study of an instrument supplementary to their principal instrument, necessary for the instrumental music teacher and professional doublers. Additionally, students undertake peer tutoring to small groups. A lecture/class discussion is utilised to reflect on a range of topics relevant to the study.

**Prerequisite(s):** KMB121/KMB652  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2009 SEM-2  
**Incompatible with:** KMB628

**KMB214 MUSIC AND SOUND: PRINCIPAL STUDY A**
A creative musician and sound designer needs to have control of a number of advanced skills pertinent to specific careers and outcomes. KMB214 continues to develop these specialist skills from the prerequisite first-year units.

**Prerequisites:** KMB121 or KMB652 or KMB111 or KMB658  
**Credit points:** 12  
**Contact hours:** 7-9 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-1

_Published on : 13 June 2012_
KMB214 MUSIC AND SOUND: PRINCIPAL STUDY A
A creative musician and sound designer needs to have control of a number of advanced skills pertinent to specific careers and outcomes. KMB214 continues to develop these specialist skills from the prerequisite first-year units.
Prerequisites: KMB214-1  Credit points: 12  Contact hours: 7-9 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KMB252 MULTI-PLATFORM SOUND DESIGN
This unit builds on previous sound design knowledge and uses a range of tools to design and develop sound content for multi platform television, mobile phones, web, games, virtual worlds and social networks. Students gain an understanding of a variety of working methods and delivery formats and develop practical skills essential to successful collaboration and creation.
Prerequisites: KMB129  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KMB301 THE MUSIC INDUSTRY
This unit gives a working knowledge of the structural, legal and business aspects of the Australian music industry by engaging with real world music industry professionals and formulating a number of strategies to reflect this.
Equivalents: KMB056  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KPB101 INTRODUCTION TO FILM, TV AND NEW MEDIA PRODUCTION
This unit introduces the principles and technologies of video production for both cinema and television. This includes the roles and responsibilities of production teams, production management, design and practice. Lecture delivery by experts in the major production areas of producing, directing, and cinematography, editing and sound informs this practice. You work in groups to produce videos which form a major part of their assessment.
Equivalents: KPB150, KPB155  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

KPB104 FILM AND TELEVISION PRODUCTION RESOURCE MANAGEMENT
This unit considers the role of the producer and executive producer in film and television production with a particular focus on running a production. It considers the following: preparing and running a budget, achieving balance in above-the-line, below-the-line and marketing costs, casting and crewing a production, and legal and copyright issues.
Equivalents: KPB314  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KPB105 NARRATIVE PRODUCTION
This unit builds on and advances basic understandings, skills and principles delivered in KPB101. An introduction to the skills of sound and lighting complements the earlier core skills of camera, editing, directing and production management. Assessment consists of the production of a short narrative video.
Prerequisites: KPB101 or KPB155 or KPB150  Equivalents: KPB185, KPB260  Credit points: 12  Contact hours: Average of 4 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

KPB106 AUSTRALIAN TELEVISION
This unit explores the historical and global contexts that have determined the nature of Australian television. It also examines the television industry in terms of the differing imperatives shaping public and private television. The unit in addition canvasses the interaction between television and its audiences. This is followed by a critique of a number of important television texts and then a study of the probable and possible futures for television in Australia.
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-1  Incompatible with: KPB209+KPB370

KPB107 TELEVISION'S GREATEST HITS
An interest in television means you should be able to look critically and constructively at the types of programs (genres) made and broadcast, and to investigate the different types of stories that can be told through these different genres.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2009 SEM-2  Incompatible with: KPB372-2

KPB109 FILM AND TV HISTORY
Television and film are among the most influential forms of representation developed over the past century. An appreciation of the history and influence of narrative styles and industrial movements emphasizes the important changes in technology and aesthetics that have contributed to making these media potent cultural forces. The history of narrative and movements needs to be considered alongside the production and viewing of television and film as entertainment, information and art.
Equivalents: KPB102, KPB359  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KPB110 THE MOVIE, TV & NEW MEDIA BUSINESS
The movie, TV and new media businesses are key parts of the entertainment industry, which is one of the biggest in the world. For anyone interested in working in these media an understanding of how they function as businesses is vital. This unit provides an introduction to producing, writing and theoretical aspects of the movie, TV and new media businesses.

Equivalents: KPB106, KPB209  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KPB112 TV AND FILM GENRES
Genre matters — for creators of genre films and television productions, for distributors, and for audiences. Film and television genres continue to evolve in response to entertainment and artistic imperatives in the contemporary new media environment. It is therefore important to consider similarities, differences, and connections between related genres on film and television, as well as those genres unique to television.

Equivalents: KPB103, KPB107, KPB372-2  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KPB113 TV AND FILM TEXT ANALYSIS
In an era when film and television texts are being transformed by digital media formats, media practioners (including creative artists, critics, and educators) value a media literacy based on critical and informed approaches to textual analysis. Taking into account the new media environment, selected techniques for undertaking textual analysis are applied to popular film and television such as blockbuster movies and cult television programs.

Equivalents: KPB108, KPB130  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KPB150 FOUNDATIONS OF MULTI-PLATFORM PRODUCTION
The unit introduces students to new media fundamentals and core technical skill sets required to produce video, graphic and audio content for multi platform release. Emphasis will be on the means to value-add multi-platform content and the diversification of traditional media programming.

Credit points: 12  Teaching period: 2009 SEM-1  Incompatible with: KPB101

KPB202 FILM AND TELEVISION BUSINESS SKILLS: ENTREPRENEURSHIP AND INVESTMENT
The business of television is all about spotting proposals at the concept stage with the potential to be made into successful programs, and about their creative management. This involves a number of personal skills, revolving around leadership, communication and encouragement of key creative personnel on one side, with presentation of ideas and team skills on the other. This unit builds from students’ knowledge of management of the process and resources of production to the overarching skills of managing the creative process and maintaining a balance between risk taking and commercial prudence.

Prerequisites: KPB104 or KPB314  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KPB205 DOCUMENTARY THEORY AND PRACTICE
The documentary filmmaking tradition has involved many crucial aesthetic, technical and ethical concerns throughout history. This unit introduces this significant tradition of documentary production. For KP25/KK34 (Film & Television) students, the unit is a preparation for the documentary practical production unit, through learning to assimilate the principles outlined in the unit into their own documentary screenplays. For non-KP25/KK34 (Film & Television) students, the unit provides an opportunity to address the theoretical underpinnings of the documentary form, and the processes of documentary production.

Equivalents: KPB358  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KPB206 INTERNATIONAL CINEMA
This unit examines a range of national cinemas from a global perspective. Key theoretical approaches to national/international cinemas are covered, along with significant historical, textual, representational and ideological issues. The critical challenges posed by productions from these different cultures to Hollywood mainstream productions are also explored.

Equivalents: KPB344  Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KPB207 FILM AND TELEVISION SCRIPTWRITING
This unit focuses on the production of a sustained script for film or television.

Equivalents: KWB229, KWB105  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KPB212 AUSTRALIAN FILM AND TV
This unit includes the following: study of Australian film and television productions within their cultural and institutional contexts; issues facing the film and television industry today; the construction and circulation of cultural discourses such as national identity, nationalism, gender, ethnicity and class; experimental film and television; indigenous productions; new technological and global challenges.

Equivalents: KPB203, KPB343, KPB106  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove
Teaching period: 2011 SEM-2

KPB302 PROJECT DEVELOPMENT AND SCRIPT EDITING FOR TV AND FILM
A key part of the television and film industries is the large amount of time devoted to the development of projects. Substantial resources are devoted to identifying ideas, developing them, script editing and rewriting and market testing. In this unit you will go through this process as you develop a project for production.
Prerequisites: KPB210 or KPB104 or KPB314  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KPB303 CRITICAL THINKING ABOUT TELEVISION
Students who have an interest in the social function of television should be encouraged to think critically about social, cultural and aesthetic issues regarding the medium.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KPB304 TELEVISION PRACTICE
This unit is the culmination of BCI (TV) students' learning over the preceding five semesters and an opportunity to put into practice the skills and knowledge acquired over that period. The unit involves the development and managing the production of television programs, either in a workplace environment or in a simulated production environment with all facets of a real workplace.
Prerequisites: KPB302  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

KPB310 TELEVISION PRACTICE
This unit is the culmination of BFA (Television Producing) students' learning over the preceding five semesters and is an opportunity to put into practice the skills and knowledge acquired over that period such as an understanding of audiences and the management of the production process. By responding to a program brief, students will learn the process and practice involved in the development, managing and production of television programs. The brief will be realised either in a workplace environment or in a simulated production environment with all facets of a real workplace. Delivery of this unit will be through a weekly workshop.
Prerequisites: KPB302  Equivalents: KPB304  Credit points: 24  Contact hours: 6 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KPB313 HOW TO BE A PRODUCER
Producers are key figures in the production of television, film and new media. This unit will take you through the key skills you need to work as a producer, including how to source funding for projects, putting together a creative team, and organising distribution and marketing.
Prerequisites: Completion of 96cp of study  Equivalents: KPB202  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KRB120 SCENOGRAPHY AND THE ART OF TECHNICAL THEATRE
This unit introduces students to theoretical concepts and principles associated with scenography, historical trends in technical theatre and the background associated with the broad vocabulary of technical theatre terminology.
Credit points: 12  Contact hours: 2 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KRB220 THE SCENOGRAPHIC DIVIDE
This unit challenges students to undertake a detailed interrogation of the tensions between the practice of traditional stage design and the theoretical concepts and principles associated with scenography.
Prerequisites: KRB120  Credit points: 12  Contact hours: 2 per week  Campus: Kelvin Grove

KTB101 20TH CENTURY PERFORMANCE
In this unit you will investigate the major artistic movements of the 20th century; fields of performance practice dominant in the 20th century; key 20th century performance makers and innovators and theatricality and performance.
Equivalents: KTB251  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove

KTB102 PROCESS DRAMA
This unit examines the structural forms and dramatic conventions used in a specific genre of drama - process drama. It moves from examining effective drama workshop design to consider the artistic application of these workshop techniques.
Equivalents: KTB214  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE
This unit provides you with essential understanding of how to combine practical performance skills (involving body/voice/role) with analytical, research and group skills, into an overall methodology for creating performance, within a professional ethos.
Antirequisites: KSB106  Equivalents: KTB257  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KTB104 PERFORMANCE INNOVATION
The aim of this unit is to give you an appreciation and understanding of performance innovation in both historical
and contemporary contexts.

**Equivalents:** KTB271  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KTB105 PRODUCTION 1: STORY MAKING**
This unit introduces a clearly defined rehearsal ethic through extended performance project. It includes text analysis, formal group discussion, role creation and intensive rehearsal, and live performance of a scripted drama before an audience.

**Prerequisites:** KTB103 or KTB257  
**Equivalents:** KTB273

**KTB106 PERFORMING SKILLS 2: STYLE AND FORM**
This unit is designed to be of benefit to anyone seeking to extend their understanding through workshop, rehearsal, performance, and the application of dramaturgical skills, of theatrical styles and forms other than realism. These could include Greek drama, commedia dell’arte, Shakespearean theatre, Restoration comedy, comedy of manners, epic theatre and theatre of the absurd.

**Antirequisites:** KSB106  
**Equivalents:** KTB258

**KTB204 UNDERSTANDING PERFORMANCE**
In this unit you will investigate the nature of the performance event; performance in everyday life; theatricality and performance; trans-disciplinary performance theory and practice; the body in performance; site and performance; live and mediated performance; spectator and audience.

**Equivalents:** KTB275  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KTB206 THE CREATING BODY**
This unit is designed to extend understanding of innovative, physically-based performance. Through practical and theoretical work, the unit explores the possibilities and problematic of body-centred methodology and performance.

**Equivalents:** KTB277  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KTB207 STAGING AUSTRALIA**
This unit introduces key concepts and practices pertaining to Australian theatre and drama of the twentieth and twentieth-first centuries. Theatre practices are explored in relation to broader social and political concerns.

**Equivalents:** KTB253  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KTB209 APPLIED PERFORMANCE**
This unit is a combination of a practical and theoretical investigation into the process of improvisation and the way drama can be used as a tool for critical enquiry and social change. It provides a basis for further work in writing for performance and advanced improvisational skills.

**Prerequisites:** KTB102 or KTB214  
**Equivalents:** KTB280, KTB272

**KTB210 CREATIVE INDUSTRIES MANAGEMENT**
This unit introduces management techniques within the Australian creative industries environment including company structures, cultural policy, strategic management and leadership in the arts, legal, ethical, economical and social requirements of arts, boards, and entrepreneurial activity.

**Prerequisites:** Completion of 72 credit points of study  
**Equivalents:** KTB061

**KTB211 CREATIVE INDUSTRIES EVENTS AND FESTIVALS**
Combination of practical and theoretical investigation into how strategy and mission work in arts agencies in arts, events, promotion and public relations in Australia.

**Prerequisites:** Completion of 72 credit points of study or admission to KK86, KK88, KJ42 or IX96  
**Antirequisites:** KTP406  
**Equivalents:** KTB062

**KTB301 PERFORMING SELF**
This unit provides you with the requisite skills for success within the creative industries in a knowledge economy by consolidating three years of undergraduate study as a performing arts graduate. In particular the unit focuses on what it means to be an initiator and leader within the sector.

**Equivalents:** KTB056  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**KTB303 PRODUCTION 3: INTERPRETING AND ADAPTING**
Performance 3: Interpreting & Adapting will provide you, as a third year student, with the opportunity to consolidate theoretical understandings and practical skills in performance making with particular application to adaptation, interpretation and the creation of innovative performance forms.

**Prerequisites:** Completion of 192 credit points of study  
**Assumed knowledge:** Students are expected to take this...
unit in their final year. **Equivalents:** KTB310  
**Credit points:** 12  
**Contact hours:** 8 per week  
**Campus:** Kelvin Grove

### KTB305 THE ENTREPRENEURIAL ARTIST

The unit is designed to cover a range of artistic and economic areas, including: aesthetics, creativity, regulatory, administrative, legal and ethical issues related to the practice and business of the creative industries.  
**Prerequisites:** Completion of 168 credit points of study  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

### KTB306 DIRECTING FOR PERFORMANCE EVENTS AND FESTIVALS

This unit equips you with the basic analytical, organisational, interpretive and choreographic skills necessary to taking a creative performance project from conception through to realisation.  
**Prerequisites:** Completion of 72 credit points of study  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

### KVB100 RESEARCH AND CREATIVITY IN THE VISUAL ARTS

Creativity and research are two essential and interdependent notions underpinning the conditions of current cultural and visual arts practice, their production and their reception. Students in the Visual Arts and the Creative Industries will benefit from a detailed introductory exploration, both practically and theoretically, of these two important areas. This unit uses the strategies of the artist and the contexts of visual arts to begin to unravel and make less mysterious creativity and the processes of research.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2007 SEM-1

### KVB102 MODERNISM

This unit provides an overview of the key concepts and movements that comprise twentieth-century modernism in the period 1900-1945. Beginning with cubism, the unit provides an understanding of terms, such as avant-garde, modernism and modernity. It explains how modernism focuses upon the issue of representation and how this approach led to inter-disciplinary work, which engaged with film, photography, design, architecture and installation as well as the traditional visual arts.  
**Equivalents:** KVB701  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

### KVB103 AUSTRALIAN ART

This unit focuses on Australian art over the course of the twentieth century, including the contemporary period. It gives you an understanding of the national, cultural and social frameworks within which this art has been produced and introduces a number of artists, artistic movements and issues within Australian art. It also considers the nature of indigenous art and its contribution to the complexity of Australian cultural identity. All of these issues are presented in order to help you understand the important role of Australian art as an expression of our cultural values throughout the twentieth century.  
**Equivalents:** KVB702  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

### KVB104 PHOTOMEDIA AND ARTISTIC PRACTICE

This unit aims to provide you with an understanding of the aesthetic aspects of various photomedia concepts and processes and the artistic use of genres. It also aims to give you proficiency in alternative and experimental uses of photographic processes, establishing an understanding of investigative and creative research. By including a range of photographic processes as part of the photographic artist's repertoire, this unit aims to give you a broad range of choices and approaches to creating images. The unit encourages you to engage with photography as a medium for visual and artistic expression in order to extend your own photographic practice.  
**Anti-requisites:** KKB020, KKP420, KVP402, KJP420  
**Equivalents:** KVB509  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### KVB105 DRAWING FOR DESIGN

This is a studio based unit that introduces you to media, processes, strategies and traditions of drawing and the contexts of visual arts to begin to unravel and make less mysterious creativity and the processes of research.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

### KVB106 DRAWING FOR ANIMATION

This unit develops individual knowledge, concepts and skills to enable you to articulate and present capabilities of motion through drawing for contemporary animation practices.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

### KVB108 CONTEMPORARY ASIAN VISUAL CULTURE

This unit considers the influences of historical visual arts, backgrounds, philosophical beliefs and trade on the symbolism, forms, techniques and uses of various artifacts in contemporary Asian visual art practice.  
**Equivalents:** KVB444  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove
KVB110 2D MEDIA AND PROCESSES
This introductory unit is a studio course enabling you to explore, construct, analyse and interpret visual data through the 2D graphic modes of drawing, painting and printmaking.
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KVB111 3D MEDIA AND PROCESSES
This first year unit introduces you to current contemporary art practices and concepts to assist you in making, analyzing and critiquing three dimensional artworks. As a second semester unit, this unit will develop foundational skills in 3D media and processes to complement and augment understandings and knowledge of 2D media and processes.
Credit points: 12  Contact hours: 5 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KVB200 EXHIBITION AND DISPLAY IN THE VISUAL ARTS
This unit addresses the development of the Museum in Western cultures and how that tradition manifests in current arts practices, such as in contemporary exhibitions, the display of collections, installation and site-specificity, audience interaction, curatorial activities such as didactic panels and virtual galleries. This unit will assist you in displaying objects and images from your own arts practice and/or the artwork of others in effective and appropriate ways.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KVB204 GRAPHIC DESIGN
Graphic design is a long established field of study involving the presentation of aesthetic elements, image and text for the purpose of effective communication. New modes of reproduction, display and transmission are reshaping the way that text, images and messages are communicated. This unit will develop an understanding of enduring graphic design principles, emphasize the importance of targeted communication, and introduce new and innovative ways of approaching graphic design for contemporary media. You will apply these principles by articulating and graphically presenting design options for production in a range of mediums. Lectures will introduce graphic design principles, theory and practices and this knowledge will be applied in a range of contexts within design studios.

Prerequisites: KIB101 or KIB801 or KIP401
Antirequisites: KVP401  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KVB211 POST 1945 ART
This unit introduces the historical, philosophical, economic, political, social, cultural, artistic and formal issues related to the production of art since 1945 and into the post-modern era. Major topics that are examined include the neo-avant-garde and art¿s engagement with consumerism. This unit is intended as a foundation skill-base for all students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture, landscape architecture, fashion and music.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KVB212 AUSTRALIAN ART, ARCHITECTURE AND DESIGN
This unit aims to examine the impact of modernism upon the fields of visual art, architecture and design in Australia during the period between 1917 and 1967. It will also examine debates about modernism and provide a detailed historical background to the development of these three fields in Australia in response to the idea of modernism. It will build upon the background provided in units such as KVB102 Modernism and KVB103 Australian Art by providing more in-depth analysis of modernism in the Australian context. It will also develop the practical application of such principals in design exercises.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KVB213 GRAPHIC INVESTIGATION
The interface between the graphic design, print and art environments is dynamic and pervasive. An awareness of contemporary practices through conceptual and cross-media investigations will allow you to interpret, create and engage in these environments.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KVB304 CONTEMPORARY ART ISSUES
This unit is intended as a foundation skill-base for students in Creative Industries applicable to all disciplines and cultural industries including art criticism, arts practice, architecture and fashion. The unit introduces the economic, political, social, cultural, artistic and formal issues related to the production of art since 1990 in the contemporary era. By means of lectures, discussions and analysis of artworks and readings, the students’ awareness of the conceptual, historical and philosophical contexts concerning artists and the artworks is heightened.
Equivalent: KVB712  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1
KVB306 VIDEO ART AND CULTURE
Existing Visual Arts units examine a broad range of subjects addressing artistic media such as painting, sculpture and installation. The 'Video Art and Culture' unit supplements these by instituting a specialised study of artistic and cultural practice that focuses on new mass media technology. The unit therefore enhances, extends and updates knowledge of recent art strategies in contemporary society.
Equivalents: KVB704  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KVB307 THEORIES OF SPATIAL CULTURE
This unit provides the necessary critical evaluation of issues and practices that relate to considerations of space in modern and contemporary art, new media and culture in general. It provides a historical overview of key art practices that have focused their critical attention to the issue of space and the built environment. In order to function as an informed practitioner in the environment of public space you must acquire such knowledge because it will form the critical-analytical background to current debates and theories in the field of spatial culture and public art.
Equivalents: KVB704  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB101 INTRODUCTION TO CREATIVE WRITING
This course develops creative, critical and analytical skills in reading and writing a variety of creative textual forms. You acquire an understanding and some practice in crafting various forms of poetry and short fiction.
Equivalents: KWB250  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB102 MEDIA WRITING
This unit introduces you to the formats, terminology and protocols used in the preparation of proposal documents and short scripts. It will explore fundamental concepts including narrative structures, metaphors, point of view, plotting, character and voice. You will examine a range of professional scripts and development documents and be asked to apply their knowledge of typical script problems and solutions to their own work.
Antirequisites: KWP401  Equivalents: KWB111  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

KWB103 PERSUASIVE WRITING
Persuasive writing is an integral (if often unconscious) element of both professional and creative writing. Therefore, practitioners in these fields should be able to understand the principles of persuasion, use the vocabulary of persuasion, and evaluate the efficacy of different persuasive strategies. This unit introduces you to the theory and practice of writing persuasively across a number of genres to enhance your writing skills.
Antirequisites: KWP402  Equivalents: KWB315  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB104 CREATIVE WRITING: THE SHORT STORY
The unit covers the writing of the short story in detail.
Antirequisites: KWP403  Equivalents: KWB350  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 SEM-2

KWB106 CORPORATE WRITING AND EDITING
This unit deals with both the fundamentals of language (grammar, punctuation, style) and the dominant corporate writing genres (manuals, report, speeches, brochures).
Antirequisites: KWP405  Equivalents: KWB314  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB107 CREATIVE NON-FICTION
This unit covers the acquisition of practical and analytical skills in creative non-fiction writing in particular review writing on books, film, music, visual arts, fashion and food, as well as travel, scientific, essay, humorous and sports writing. The unit provides examples, techniques and practical exercises in non-fiction creative writing and editing, and the opportunity to develop individual work in the supportive context of in-class and small workshop groups. Potential publishing areas will be explored.
Equivalents: KWB381  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KWB108 INTRODUCTION TO LITERARY STUDIES
"The 'textualisation' of the world has been an important development in twentieth century theory in the West," (Fuery:57). What are texts? What do they mean? This unit addresses these issues by providing you with an introduction to conceptual frameworks derived from some of the major critical discourses that have impacted on our world.
Equivalents: KWB001, KWB716  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KWB109 WRITING AUSTRALIA
This unit provides you with opportunities to read, explore, discuss and evaluate a number of Australian texts written and published over the last twenty-five years. Upon completing this unit, you are able to understand and...
critically interrogate texts pertinent to contemporary Australian society and culture.

KWB204 WRITING FOR PERFORMANCE
This unit covers the diversity of creative non-fiction life writing, but with an emphasis on contemporary biography and autobiography. While providing theoretical and critical context, the main focus of classes is to teach you to do practical biographical and autobiographical research and writing of your own.

Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KWB205 CREATIVE WRITING PROJECT 1
This unit provides the opportunity for you to write a sustained piece of creative work, within the genre of your choice, including short fiction, poetry, creative non-fiction and hypertext, under supervision. Such work will be written to a standard commensurate with being suitable to submit for publication to print or electronic journals. Your final submission is written after familiarisation with industry demands, niches and marketing possibilities.

Equivalents: KWB395  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KWB206 YOUTH AND CHILDREN'S WRITING
This unit includes children’s and adolescent novels within the cultural context of nineteenth and twentieth century Australia, England and America. It focuses on textual analysis of major generic types and considers issues such as race, gender, class and regionalism in fiction for young Australians.

Equivalents: KWB712  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-2

KWB207 GREAT BOOKS: CREATIVE WRITING CLASSICS
This unit provides an overview of the enduring classic literary works. It will give you a better knowledge and understanding of the craft of storytelling and stimulate you to develop your own critical and creative writing as well as an understanding of yourself and others. The course commences with several of Chaucer's medieval tales and concludes with Vonnegut's modern anti-war classic Slaughterhouse Five. It includes Swift's biting satire and Emily Bronte's passionate Wuthering Heights. The unit aims to make such works accessible to students from all disciplines in the university, and provides valuable historical context and analysis of the writing craft in each case.

Antirequisites: KWP407  
Equivalents: KWB301  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

KWB208 MODERN TIMES (LITERATURE AND CULTURE IN THE 20TH CENTURY)
The twentieth century is a time of significant developments and major transformations in writing and culture. This unit focuses on a number of twentieth century writers from Europe, England, Africa, Asia, Australia the Americas, from modern to postmodern times, and explores the connections between texts, language, culture and society.

Equivalents: KWB003, KWB321  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

KWB209 SHAKESPEARE, THEN AND NOW
This unit is designed to introduce students to Shakespearean studies and the ongoing cultural importance of Shakespearean material.

Equivalents: KWB004, KWB729  
Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2011 SEM-1

KWB210 IMAGINING THE AMERICAS: CONTEMPORARY AMERICAN LITERATURE AND CULTURE
This unit will be offered for the first time in semester 1 2012.

Imagining Americas is a literature-based unit which will explore a selection of contemporary written texts from the North and South American continents. The unit will focus on issues of place, nationality, regional and ethnic identity and will encourage an examination of these and the variety of writing styles from intercultural and international perspectives.

Credit points: 12  
Contact hours: 3 per week  
Campus: Kelvin Grove

KWB211 STYLISTICS AND POETICS
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of language-level literary style, as opposed to story-level or narrative concerns. In creative writing advanced stylistics, students will work on unpacking, theorising and then replicating literary techniques used by a wide range of exemplary authors. This unit gives students a unique opportunity to consider and manipulate very specific aspects of their authorial voices, drawing on the field of literary stylistics, the Oulipo movement, reader response theorists, and other author-based literary theories and schools. Intensive studio-based work, self-directed creative practice, guided critical analysis and asynchronous on-line activities characterise the teaching and learning in this unit.

Equivalents: KWB370, KWB201  
Credit points: 12  
Contact hours: 3hr intensive workshop per week, plus self-
directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total. **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1  

**KWB303 WRITING AND PUBLISHING INDUSTRY**  
This unit provides an introduction to the function and structure of the writing and publishing industry.  **Equivalents:** KWB399  **Credit points:** 12  **Contact hours:** 2.5 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KWB308 WONDERLANDS: LITERATURE AND CULTURE IN THE 19TH CENTURY**  
This unit considers important contemporary cultural and social questions by way of readings in science fiction, fantasy fiction and fiction, class ideologies and revolutionary politics from a selection of novels and poetry of the nineteenth century. The novels and poems examine political and social change in Europe between 1790 and 1900, with a view to making critical links between current ideologies and literary forms and their formulation in a nineteenth century text. As such, works ranging from Frankenstein to Alice in Wonderland are deployed to consider the textual representations of important cultural, social, and sexual issues.  **Assumed knowledge:** KWB108, KWB207, KWB208 and KWB209 is assumed knowledge.  **Equivalents:** KWB005, KWB724  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KWB309 POPULAR FICTIONS, POPULAR CULTURE**  
The unit is designed to provide you with skills in understanding popular culture/s. It addresses the production of popular culture via a range of texts and mediums, and provides you with a framework by you they can critique the operations of popular cultures.  **Equivalents:** KWB006, KWB725  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-2

**KWB313 NOVEL AND MEMOIR**  
This unit allows students to significantly advance their writing practice and associated critical and editorial skills through close analysis of the novel and memoir, with an emphasis on story-level and narrative concerns. In Novel and Memoir, students will engage in detailed analysis from a writer’s point of view of how a novel is made – the problem-solving process, which includes overall and chapter structure, character development, and other key narrative elements. This unit also gives students a unique opportunity to consider the synergies and differences between writing novels and longer forms of life writing, with extended analysis of the conventions of memoir writing. Lectures, intensive workshop activities, self-directed creative practice, guided critical analysis, and on-line collaboration characterise the teaching and learning in this unit.  **Credit points:** 12  **Contact hours:** 3hr combined lecture and workshop per week, plus self-directed creative practice, plus weekly analysis activities, plus peer reflection activities – ten hours in total.  **Campus:** Kelvin Grove  **Teaching period:** 2011 SEM-1

**KXB101 INTRODUCTION TO ENTERTAINMENT**  
The entertainment industries are by far the largest sector of the creative industries; in 2007, the global Entertainment industry was worth $2.4 trillion, and it is projected to grow to $3.5 trillion by 2012. Entertainment industries include but are not limited to: TV, popular music, major entertainment events, games, radio, entertainment marketing, sports media, theme parks, and movies. In this unit you will learn about the nature of entertainment, and how the entertainment industries work. This unit familiarises you with:  
• The history of entertainment.  
• Key characteristics of entertainment.  
• The relationship between entertainment and the wider creative industries.  
• Changes in entertainment over the period of modernity.  
• The size and nature of entertainment industries.  
**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove

**KXB102 GLOBAL ENTERTAINMENT**  
Entertainment and entertainment industries are a global phenomenon. In this unit you will learn about important entertainment industries in specific places—such as Bollywood, Hollywood, and South Korean computer games—as well as about the ways in which important entertainment forms such as soap operas, theme parks, sport as entertainment, and pop music (specifically Cantopop) work in different cultures around the world.  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove

**KXB201 ENTERTAINMENT PRACTICE: BALANCING CREATIVITY AND BUSINESS**  
In this unit you will learn how creativity and business can work together to complement each other in the entertainment industries. This unit will assist you in developing your ability to combine entertainment creativity and business in productive ways. It unit addresses content such as: the current situation of the entertainment industries in Australia and globally, models of creativity, and the relationship between creativity and constraints such as business requirements. As part of your learning, you will write an entertainment proposal which demonstrates your ability to balance creative and business skills.  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove
LWS009 INTRODUCTION TO LAW
Antirequisites: LW% or BSB111  Assumed knowledge: Students who have studied any Australian Bachelor of Laws
Unit are not permitted to do this unit.  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: MG221, CT221, MGB222, CT232 Equivalents: MG200  Credit points: 12  Contact hours: 3
Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

MGB201 CONTEMPORARY EMPLOYMENT RELATIONS
This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.
Prerequisites: BSB115 or CTB115  Equivalents: MGX201  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB207 HUMAN RESOURCE ISSUES AND STRATEGY
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.
Prerequisites: BSB115 or CTB115  Equivalents: CTB207, MGX207  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB210 MANAGING OPERATIONS
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.
Prerequisites: BSB115 or CTB115  Equivalents: CTB234, MGX210  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB220 BUSINESS RESEARCH METHODS
The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.
Prerequisites: BSB123 or BSB122  Antirequisites: AMB201, CTB201  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

MGB223 ENTREPRENEURSHIP AND INNOVATION
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.
Prerequisites: BSB115 or CTB115  Equivalents: CTB223, MGX223  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.
Prerequisites: BSB115, CTB115, BSB119 or BSB124  Antirequisites: MG312  Equivalents: IBB205, MGX225  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2
MGB309 STRATEGIC MANAGEMENT
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia’s economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.
Prerequisites: MGB200, MGB211, MGB221, or CTB232  Antirequisites: MIB314  Equivalents: MGX309  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.
Prerequisites: MGB200, MGB211, MGB222, or CTB232  Antirequisites: MGB334, CTB339, MGB212  Equivalents: MGX310  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-2

MGB320 RECRUITMENT AND SELECTION
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.
Prerequisites: MGB339 or MGB221  Equivalents: MGX320  Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2011 SEM-2

MGB324 MANAGING BUSINESS GROWTH
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.
Prerequisites: MGB223  Equivalents: MGB218, MGX324  Credit points: 12  Contact hours: 3  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.
Prerequisites: MGB211, MGB221, MGB222, CTB322, or MGB200  Equivalents: MGX331  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

MGB335 PROJECT MANAGEMENT
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.
Prerequisites: (MGB210 and MGB309) or (MGB210 and AMB303)  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB339 PERFORMANCE AND REWARD
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.
Prerequisites: MGB201, MGB207, or CTB207  Equivalents: MGB221, MGX339  Credit points: 12  Contact hours: 3  Campus: Gardens Point  Teaching period: 2011 SEM-1
MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region’s business environment.

Prerequisites: MGB225, IBB205, IBB217, or IBB208
Antirequisites: IBB317   Equivalents: MGX340
Credit points: 12   Campus: Gardens Point   Teaching period: 2011 SEM-2

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

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