Bachelor of Business/Bachelor of Creative Industries (IX34)

Year offered: 2013
Admissions: Yes
CRICOS code: 059596B
Course duration (full-time): 4 years
Domestic Fees (indicative): 2013: CSP $4400 (indicative) per Semester (48 credit points)

Student Services and Amenities Fee
You’ll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-I-student-services-and-amenities-fee

Start month: February
QTAC code: 409182
Past rank cut-off: 82
Past OP cut-off: 9
OP Guarantee: Yes
Deferment allowed: Yes
Total credit points: 384
Standard credit points per full-time semester: 48

Course coordinator: Director, Undergraduate Studies (Creative Industries); email: ci@qut.edu.au. 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 Mark Doolan (Finance); Dr Glen Murphy (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Dr Kim Johnston (Public Relations)

Campus: Gardens Point and Kelvin Grove
Attendance: Full-time

Assumed knowledge: Maths A, English
Assumed knowledge notes: We assume that you have knowledge equivalent to four semesters at high school level (Years 11 and 12) with sound achievement (4, SA). Accountancy, Finance, Economics and Marketing majors also requires 4 SA in Maths A, B or C.

For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge

Course highlights
- Complement your creative skills with core business knowledge for a competitive professional advantage.
- Complete 2 separate degrees in 4 years full-time.
- Major in accountancy, advertising, economics, finance, human resource management, international business, management, marketing, or public relations.
- Design your own degree by exploring your creative talents and choosing a Creative Industries major, as well as studying business.

Details:
Equip yourself for an inspiring career in the growth and development of creative industries.
Creative businesses continue to establish themselves worldwide, so not only will you be able to use this degree globally, but your combined skills and knowledge will also enhance your value to traditional as well as creative businesses.
You will complete Bachelor of Creative Industries core units as well as one creative industries major. Your business degree component includes eight business core units and eight business major units.
For example, you can complement your skill set with one of the following combinations:
- media and communication and advertising
- film, television and screen with marketing
- creative and professional writing and public relations.

Career outcomes
Graduates have gone on to work in a diverse range of interesting careers, taking on positions such as:
- entertainment industries producer
- events manager
- entertainment marketing professional.
Career outcomes will depend largely on the choice of major or specialisation undertaken within Creative Industries.

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).

Structures and Units
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).

### Course structure: 2012 onwards

#### Year 1, Semester 1

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>KKB101 Creative Industries: People and Practices</th>
<th>SELECT Creative Industries Major: First Unit</th>
</tr>
</thead>
</table>

#### Year 1, Semester 2

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>KKB102 Creative Industries: Making Connections</th>
<th>SELECT Creative Industries Major: Second Unit</th>
</tr>
</thead>
</table>

#### Year 2, Semester 1

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>SELECT A unit from the Level 1 Unit Options (either KIB101 or KPB101 or KVB104):</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB101 Visual Communication</td>
<td></td>
</tr>
<tr>
<td>KPB101 Introduction to Film, TV and New Media Production</td>
<td></td>
</tr>
<tr>
<td>KVB104 Photomedia and Artistic Practice</td>
<td></td>
</tr>
<tr>
<td>SELECT Creative Industries Major: Third Unit</td>
<td></td>
</tr>
</tbody>
</table>

#### Year 2, Semester 2

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>SELECT A unit from the Level 2 Unit Options (either KTB211 or KXB202):</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTB211 Creative Industries Events and Festivals</td>
<td></td>
</tr>
<tr>
<td>KXB202 Project Management for Entertainment</td>
<td></td>
</tr>
<tr>
<td>SELECT Creative Industries Major: Fourth Unit</td>
<td></td>
</tr>
</tbody>
</table>

#### Year 3, Semester 1

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

#### Year 3, Semester 2

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>SELECT A unit from the Creative Industries University Wide or Creative Industries Faculty Only Unit Options lists</th>
</tr>
</thead>
</table>

#### Year 4, Semester 1

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

#### Year 4, Semester 2

<table>
<thead>
<tr>
<th>Business Unit</th>
<th>SELECT A unit from the Transitions to New Professional Environments Unit Options</th>
</tr>
</thead>
</table>

#### Creative Industries Majors

**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.

**Changes to Majors from 2012**

* A number of second majors have been revised. Units completed that are no longer listed will still count toward completion of the second majors.

* Please note: Some units have been recoded, renamed or discontinued. Refer to the Equivalence Table for further information.
**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.

**SELECT 48cp from the Introductory Animation Unit Options**

- KNB112 Drawing for Animation 1
- KNB121 Animation History and Practices
- KNB122 Drawing for Animation 2
- KNB123 Animation and Motion Graphics
- KNB124 3D Animation 1

**SELECT 48cp from the Advanced Animation Unit Options**

- KNB211 3D Animation 2
- KNB212 Real-time 3D Computer Graphics
- KNB221 Animation: CG Toolkit
- KNB222 Virtual Environments
- KNB311 Advanced Concepts in Computer Animation 1
- KNB312 Contemporary Issues in Animation

**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.

**SELECT 48cp from the Introductory Creative and Professional Writing Unit Options**

- KPB116 Introduction to Scriptwriting
- KWB101 Introduction to Creative Writing
- KWB103 Persuasive Writing
- KWB104 Creative Writing: the Short Story
- KWB107 Creative Non-Fiction
- KWB112 Youth and Children's Writing

**SELECT 48cp from the Advanced Creative and Professional Writing Unit Options**

- KWB207 Great Books: Creative Writing Classics
- KWB211 Stylistics
- KWB213 Corporate Writing and Editing
- KWB303 Writing and Publishing Industry
- KWB313 Novel and Memoir

**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.

**SELECT 96cp from the Art and Design History Unit Options**

- DAB325 Architecture in the 20th Century
- DAB420 Architecture, Culture and Space
- DEB202 Introducing Design History

**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. For health and safety reasons, admission to this major is dependent upon an appropriate level of physical fitness to prevent injury, and having no pre-existing injuries or structural/physical issues that would prevent your safe and full participation in all physical activities within its practical units. You may be required to confirm your fitness to attempt this major. If so, you must obtain a physiotherapists report and have it approved by the Dance Study Area Coordinator before you will be permitted to enrol in this major.

**SELECT** 48cp from the Introductory Dance Unit Options

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
KDB120 Dance Practice 1
KDB121 Dance Practice 2
**SELECT** 48cp from the Advanced Dance Unit Options
KDB204 Australian Dance
KDB205 Teaching Dance
KDB225 Music Theatre Skills
KDB231 Latin Dance Party

**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.

**SELECT** 48cp from the Introductory Drama Unit Options
KTB101 Understanding Theatre
KTB102 Process Drama
KTB104 Performance Innovation
KSB106 Acting Fundamentals
**SELECT** 48cp from the Advanced Drama Unit Options
KTB207 Staging Australia
KTB210 Creative Industries Management
KTB211 Creative Industries Events and Festivals
KTB213 Directing Theatre
KTB302 Postdramatic Theatre
KTB305 The Entrepreneurial Artist

**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 KPB116. BSB126 is mandatory unless you are already undertaking it as part of another study package.

BSB126 Marketing
KPB116 Introduction to Scriptwriting

**Entertainment Industries Core Units:**

AMB207 Entertainment Marketing
KXB101 Introduction to Entertainment Marketing
KXB102 Global Entertainment
KXB201 Entertainment Practice: Balancing Creativity and Business
KXB305 Entertainment Industries Map
LWS008 Entertainment Law
LWS009 Introduction to Law

*Note: Students who have completed a LW unit or BSB111 as a core unit in their course will be permitted to undertake KPB116 instead of LWS009. Please contact ci@qut.edu.au to arrange this variation.*

*Note: AMB200 or KCB301 will be permitted to undertake KPB116 instead of BSB126 or KPB116. BSB126 is mandatory unless you are already undertaking it as part of another study package.*

**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 practice; and events management.*

LWS009. Please contact ci@qut.edu.au to arrange this variation.
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.

<table>
<thead>
<tr>
<th>SELECT</th>
<th>48cp from the Introductory Fashion Unit Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFB103</td>
<td>Introduction to the Industry of Fashion</td>
</tr>
<tr>
<td>KFB104</td>
<td>Sustainability: The Materiality of Fashion</td>
</tr>
<tr>
<td>KFB107</td>
<td>Drawing for Fashion</td>
</tr>
<tr>
<td>KFB108</td>
<td>Unspeakable Beauty 1: A History of Dress and Fashion</td>
</tr>
<tr>
<td>KFB109</td>
<td>Unspeakable Beauty 2: Fashion and Modernity</td>
</tr>
<tr>
<td>SELECT</td>
<td>48cp from the Advanced Fashion Unit Options</td>
</tr>
<tr>
<td>KFB205</td>
<td>Fashion and Style Journalism</td>
</tr>
<tr>
<td>KFB207</td>
<td>Contemporary Fashion</td>
</tr>
<tr>
<td>KFB209</td>
<td>Ragtrade: The Business of Fashion</td>
</tr>
<tr>
<td>KFB210</td>
<td>Fashion and Costume in Film</td>
</tr>
<tr>
<td>KFB211</td>
<td>Product Design and Development in the Fashion Industry</td>
</tr>
<tr>
<td>KFB305</td>
<td>Critical Fashion Studies</td>
</tr>
</tbody>
</table>

*Note: KCB203, KFB106, KFB206, KFB208, KFB304 and KVB213 will be permitted to count towards this study package if completed in 2011 or earlier.

**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.

<table>
<thead>
<tr>
<th>SELECT</th>
<th>48cp from the Introductory Film, Television and Screen Unit Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPB101</td>
<td>Introduction to Film, TV and New Media Production</td>
</tr>
<tr>
<td>KPB105</td>
<td>Narrative Production</td>
</tr>
<tr>
<td>KPB109</td>
<td>Film and TV History</td>
</tr>
<tr>
<td>KPB110</td>
<td>The Movie, TV and New Media Business</td>
</tr>
<tr>
<td>KPB112</td>
<td>TV and Film Genres</td>
</tr>
<tr>
<td>KPB113</td>
<td>TV and Film Text Analysis</td>
</tr>
</tbody>
</table>

**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.

**NOTE:** It is recommended that you review the requisite requirements for units to ensure your unit selection enables you to successfully complete the requirements of this major. KIB120 and KIB103 are highly recommended to be undertaken as first year units as they are requisites for many advanced units, but this is not compulsory.

<table>
<thead>
<tr>
<th>SELECT</th>
<th>48cp from the Advanced Interactive and Visual Design Unit Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB101</td>
<td>Visual Communication</td>
</tr>
<tr>
<td>KIB102</td>
<td>Visual Interactions</td>
</tr>
<tr>
<td>KIB103</td>
<td>Introduction to Web Design and Development</td>
</tr>
<tr>
<td>KIB109</td>
<td>Design for Interactive Media</td>
</tr>
<tr>
<td>KIB120</td>
<td>Graphic Design</td>
</tr>
<tr>
<td>KNB112</td>
<td>Drawing for Animation 1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SELECT</th>
<th>48cp from the Advanced Interactive and Visual Design Unit Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIB201</td>
<td>Concept Development for Game Design and Interactive Media</td>
</tr>
<tr>
<td>KIB204</td>
<td>Web Interface Design</td>
</tr>
<tr>
<td>KIB205</td>
<td>Programming for Visual Designers and Artists</td>
</tr>
<tr>
<td>KIB207</td>
<td>Theories of Visual Communication</td>
</tr>
<tr>
<td>KIB216</td>
<td>Advanced Web Design</td>
</tr>
<tr>
<td>Major</td>
<td>Description</td>
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<td>-------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>KIB231 Typography and Illustration</strong></td>
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<tr>
<td><strong>KIB309 Embodied Interactions</strong></td>
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<tr>
<td><strong>KIB314 Tangible Media</strong></td>
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<tr>
<td><strong>KIB315 Contemporary Issues in Digital Media</strong></td>
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<td></td>
<td>* Note: KIB104 will be permitted to count towards this study package if completed in 2011 or earlier.</td>
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</tbody>
</table>

**Journalism**

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>* Description: This second major offers you a range of options to develop an understanding of the parameters of the journalism field. The second major will introduce you to a range of journalism writing styles and offers an insight into some specialist areas of reporting.</td>
<td></td>
</tr>
</tbody>
</table>

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

**SELECT 96cp from the Journalism Unit Options**

<table>
<thead>
<tr>
<th>Unit</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KJB101</td>
<td>Computational Journalism</td>
</tr>
<tr>
<td>KJB120</td>
<td>Newswriting</td>
</tr>
<tr>
<td>KJB121</td>
<td>Journalistic Inquiry</td>
</tr>
<tr>
<td>KJB205</td>
<td>Fashion and Style Journalism</td>
</tr>
<tr>
<td>KJB103</td>
<td>Media Design and Layout</td>
</tr>
<tr>
<td>KJB222</td>
<td>Online Journalism 1</td>
</tr>
<tr>
<td>KJB224</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>KJB239</td>
<td>Journalism Ethics and Issues</td>
</tr>
<tr>
<td>KJB280</td>
<td>International Journalism</td>
</tr>
<tr>
<td>KJB304</td>
<td>Sub-Editing</td>
</tr>
</tbody>
</table>

**Literary Studies**

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>* 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.</td>
<td></td>
</tr>
</tbody>
</table>

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

**SELECT 96cp from the Literary Studies Unit Options**

<table>
<thead>
<tr>
<th>Unit</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KWB112</td>
<td>Youth and Children's Writing</td>
</tr>
<tr>
<td>KWB207</td>
<td>Great Books: Creative Writing Classics</td>
</tr>
<tr>
<td>KWB208</td>
<td>Modern Times (Literature and Culture in the 20th Century)</td>
</tr>
<tr>
<td>KWB209</td>
<td>Shakespeare, Then and Now</td>
</tr>
<tr>
<td>KWB210</td>
<td>Imagining the Americas: Contemporary American Literature and Culture</td>
</tr>
<tr>
<td>KWB308</td>
<td>Wonderlands: Literature and Culture in the 19th Century</td>
</tr>
<tr>
<td>KWB309</td>
<td>Popular Fictions, Popular Culture</td>
</tr>
</tbody>
</table>

**Media and Communication**

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>* Description: This second major offers you a range of options to develop an understanding of the parameters of the professional communication field. The second major enables you to develop the skills and knowledge to prepare media material for organisations that wish to build, and maintain, a media profile.</td>
<td></td>
</tr>
</tbody>
</table>

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

2013 changes to this second major include: *the discontinuation of KCB207 Exploring New Media Worlds. Completion of this unit prior to 2013 will be permitted to count toward this study area.

**SELECT 48cp from the Introductory Media and Communication Unit Options**

<table>
<thead>
<tr>
<th>Unit</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KCB101</td>
<td>Media and Communication Texts</td>
</tr>
<tr>
<td>KCB102</td>
<td>Media Mythbusting</td>
</tr>
<tr>
<td>KCB103</td>
<td>Strategic Speech Communication</td>
</tr>
<tr>
<td>KCB104</td>
<td>Media and Communication: Industries</td>
</tr>
<tr>
<td>KCB105</td>
<td>Inquiry in Media and Communication</td>
</tr>
</tbody>
</table>

**SELECT 48cp from the Advanced Media and Communication Unit Options**

<table>
<thead>
<tr>
<th>Unit</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>KCB203</td>
<td>Consumption Matters: Consumer Cultures and Identity</td>
</tr>
<tr>
<td>KCB205</td>
<td>Professional Communication</td>
</tr>
<tr>
<td>KCB206</td>
<td>Internet, Self and Beyond</td>
</tr>
<tr>
<td>KCB301</td>
<td>Media Audiences</td>
</tr>
</tbody>
</table>

**Music**

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>* 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.</td>
<td></td>
</tr>
</tbody>
</table>

```ruby
SELECT 96cp from the Advanced Music Unit Options
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**Assumed Knowledge:** There is no specific prior knowledge required as a prerequisite to undertaking this major.

**SELECT 48cp from the Introductory Music Unit Options**
- 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

**SELECT 48cp from the Advanced Music Unit Options**
- KDB225 Music Theatre Skills
- KMB200 Music Scenes and Subcultures
- KMB215 The Music Industry
- KMB252 Multi-Platform Sound Design
  
*Please note: KKB345 is permitted to count towards this study area if completed in 2010 or earlier.*

**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>Work Integrated Learning 1</td>
</tr>
<tr>
<td>KKB342</td>
<td>Work Integrated Learning 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**
- BSB110 Accounting
- BSB111 Business Law and Ethics

**Year 1 Semester 2**
- BSB123 Data Analysis
- BSB115 Management

**Year 2 Semester 1**
- BSB126 Marketing
- BSB113 Economics

**Year 2 Semester 2**
- AYB200 Financial Accounting
- AYB225 Management Accounting

**Year 3 Semester 1**
- AYB221 Computerised Accounting Systems
- EFB210 Finance 1

**Year 3 Semester 2**
- AYB219 Taxation Law
- AYB340 Company Accounting

**Year 4 Semester 1**
- AYB230 Corporations Law
- AYB321 Strategic Management Accounting

**Year 4 Semester 2**
- AYB301 Audit and Assurance
- AYB311 Financial Accounting Issues

**Advertising Major**

**Year 1 Semester 1**
- BSB113 Economics
- BSB111 Business Law and Ethics

**Year 1 Semester 2**
- BSB110 Accounting
- BSB126 Marketing

**Year 2 Semester 1**
- BSB119 Global Business
- BSB115 Management

**Year 2 Semester 2**
- AMB200 Consumer Behaviour
- BSB124 Working in Business

**Year 3 Semester 1**
- AMB201 Marketing and Audience Research
- AMB220 Advertising Theory and Practice

**Year 3 Semester 2**
### Economics Options List

#### Quantitative Economics Units

- AMB318 Advertising Copywriting
- AMB319 Media Planning

**Year 4 Semester 1**
- AMB320 Advertising Management
- AMB330 Advertising Planning Portfolio

**Year 4 Semester 2**
- AMB339 Advertising Campaigns
- BSB123 Data Analysis

### Economics Major

**Year 1 Semester 1**
- BSB113 Economics
- BSB111 Business Law and Ethics

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

**Year 2 Semester 1**
- BSB119 Global Business
- BSB123 Data Analysis

**Year 2 Semester 2**
- BSB124 Working in Business
- EFB223 Economics 2

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

**Year 3 Semester 2**
- Economics Optional Unit
- Economics Optional Unit

**Year 4 Semester 1**
- Economics Optional Unit
- Economics Optional Unit

**Year 4 Semester 2**
- EFB338 Contemporary Application of Economic Theory
- BSB126 Marketing

### Finance Major

**Year 1 Semester 1**
- BSB113 Economics
- BSB111 Business Law and Ethics

**Year 1 Semester 2**
- BSB124 Working in Business
- BSB115 Management

**Year 2 Semester 1**
- BSB110 Accounting
- BSB126 Marketing

**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
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| Information for future students | Published on : 28 June 2013
Year 4 Semester 1
MGB309 Strategic Management
MGB324 Managing Business Growth

Year 4 Semester 2
MGB310 Sustainability in A Changing Environment
MGB335 Project Management

Marketing Major

Year 1 Semester 1
BSB113 Economics
BSB111 Business Law and Ethics

Year 1 Semester 2
BSB126 Marketing
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
BSB111 Business Law and Ethics

Year 1 Semester 2
BSB110 Accounting
BSB115 Management

Year 2 Semester 1
BSB113 Economics
BSB126 Marketing

Year 2 Semester 2
AMB263 Introduction to Public Relations
BSB124 Working in Business

Year 3 Semester 1
AMB201 Marketing and Audience Research
AMB264 Public Relations Techniques

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

Creative Industries Faculty Undergraduate University Wide Unit Options

Creative Industries Faculty Undergraduate University Wide Units

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
* KC30, KK33, KK34, KK35, KJ32, KM32 and
IF27 students ONLY are permitted to select Unit Options from outside of the Creative Industries Faculty

<table>
<thead>
<tr>
<th>Animation</th>
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<th>Film &amp; Television</th>
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<td>Animation and Motion Graphics</td>
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**Facility**

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
KDB225 Music Theatre Skills

* Please note: KKB101 and KKB102 are permitted to count as Unit Options if completed in 2011 or earlier.
### Interactive & Visual Design

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<td>KIB102</td>
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<td>KIB202</td>
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### Media & Communication

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<td>KCB203</td>
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### Music & Sound

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<td>World Music</td>
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<td>KTB104</td>
<td>Performance Innovation</td>
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<td>KTB106</td>
<td>Performing Skills 2: Style and Form</td>
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<td>Staging Australia</td>
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*Please note: KSB215 is permitted to count as Unit Options if completed in 2010 or earlier.

### Visual Arts

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<td>Photomedia and Artistic Practice</td>
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<td>Australian Art, Architecture and Design</td>
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<td>Contemporary Art Issues</td>
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<td>Video Art and Culture</td>
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<td>KVB307</td>
<td>Theories of Spatial Culture</td>
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### Potential Careers:

Academic, Actor, Administrator, Advertising Professional, Animator, Art Writer, Artist, Arts Administrator, Banking and Finance Professional, Choreographer, Composer, Computer Games Developer, Creative Writer, Curator, D.J,
Dance Teacher, Dancer, Digital Composer, Educator, Film Composer, Film/Television Producer, Government Officer, Human Resource Developer, Human Resource Manager, Information Officer, International Business Specialist, Internet Professional, Journalist, Market Research Manager, Marketing Officer/Manager, Media Industry Specialist, Multimedia Designer, Music Agent/Manager, Music Publisher, Music Sampler, Music Teacher, Music Technologist, Musical Director, Musician, Organisational Communication Specialist, Policy Officer, Post-production specialist, Public Relations Officer/Consultant, Publishing Professional, Recording Engineer, Song Writer, Sound and Music Producer, Sound Designer, Sound/Audio Engineer, Stage Manager, Theatre Professionals, Web Designer.

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:** 2013 SEM-1 and 2013 SUM

**AMB201 MARKETING AND AUDIENCE RESEARCH**

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

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

**Antirequisites:** MIB305, MGB220, COB334

**Equivalents:** AMX201, CTB201

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

**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**AMB202 INTEGRATED MARKETING COMMUNICATION**

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:** AMB220    **Equivalents:** AMB222, AMX319

**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    **Teaching period:** 2013 SEM-1 and 2013 SEM-2

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

**Equivalents:** AMB260, AMX263

**Credit points:** 12    **Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AMB264 PUBLIC RELATIONS TECHNIQUES**

This unit focuses on writing for audiences - including the media - on behalf of organisations. It introduces foundational public relations skills such as research, developing key messages, writing and editing. This unit may be taken with AMB263 Introduction to Public Relations, especially by students undertaking the Public Relations major. AMB264 may also be taken by students doing a Public Relations minor, or as a stand alone unit by students in other disciplines.

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

**Antirequisites:** AMB261, AMB262

**Equivalents:** AMX264

**Credit points:** 12    **Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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    **Teaching period:** 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2

AMB320 ADVERTISING MANAGEMENT
Advertising Management is designed to shift student thinking from a tactical to a strategic level. Instead of taking the approach of, "This is what happens in advertising", it challenges students by raising important contemporary issues in advertising management practice and asking, "What should be done?". Advertising Management is an issues-based unit, which uses case analysis to foster critical thinking and problem solving. It encourages students to understand and take ownership of the advertising management process and, in doing so, build a better advertising industry.
Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)  
Equivalents: AMX320    Credit points: 12
Contact hours: 3 per week    Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit leverages and extends the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores the digital environment, interrogates digital platforms and integrates critical research, planning and an understanding of analytics into digital campaign development. This digital understanding is then applied in two ways. Firstly, students draw from critical thinking and problem solving skills to critique digital campaigns and agency best practice in a weekly blog. Secondly students apply their understanding to develop a digital portfolio in their chosen vocational area.
Prerequisites: AMB318 or AMB221, and AMB319 or AMB222  
Equivalents: AMX330    Credit points: 12
Contact hours: 3 per week    Campus: Gardens Point
Teaching period: 2013 SEM-2

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: 2013 SEM-1 and 2013 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: 2013 SEM-1, 2013 SEM-2 and 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2

AMB359 STRATEGIC MARKETING
Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business
unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.

**Prerequisites:** AMB340, and AMB335 or AMB241
**Equivalents:** AMB341, AMX359  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

**AMB376 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:** 2013 SEM-1 and 2013 SEM-2

**AYB200 FINANCIAL ACCOUNTING**

Financial Accounting examines the accounting concepts and procedures for the preparation of external financial reports relevant to both partnership and corporate structures within the context of the Australian accounting profession's conceptual framework, the relevant accounting standards, and Corporations Law requirements. Topics include: the formation, operation, and financial reporting requirements for both partnerships and companies; accounting for leases; and the professional role of accountants.

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYB121, AYX200  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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 also provides a brief overview of the taxation of partnerships, trusts and companies and an overview of the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.

**Prerequisites:** BSB111 or CTB111  
**Antirequisites:** LWB364  
**Equivalents:** AYB325, AYX219  
Credit points: 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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 resources such as as CasWorkX on 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:** 2013 SEM-1 and 2013 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 and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 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 CTB110, and BSB119 or CTB119  
**Equivalents:** AYX227  
Credit points: 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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  
**Antirequisites:** LWB334  
**Equivalents:** AYX230  
Credit points: 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**AYB301 AUDIT AND ASSURANCE**

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

**Prerequisites:** (AYB221 or INB120) and (AYB340 or AYB220)  
**Equivalents:** AYX301  
Credit points: 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**AYB311 FINANCIAL ACCOUNTING ISSUES**

This unit examines accounting theories and reporting practices adopted in the financial statements of reporting entities, focusing on publicly listed companies that communicate information to meet the decision making needs of external parties. Emphasis is placed on developing
an understanding of, and the ability to critically evaluate, how regulatory requirements and incentives affect financial reporting. The unit overviews the different governance models of corporations and relates them to their financial reporting environment. Touching on accounting theories and their evolution it seeks to explain accounting policies made by managers. This framework provides a basis for examining specific accounting issues with a focus on both the application of specific accounting measurement models (historic cost versus fair value) or regulatory provisions (continuous disclosure requirements). The unit concludes by analysing some of the most recurring issues of debate in the international arena.

**Prerequisites:** AYB340 or AYB220  
**Equivalents:** AYX311  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AYB321 STRATEGIC MANAGEMENT ACCOUNTING

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

**Prerequisites:** AYB225  
**Equivalents:** AYX321  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

### AYB340 COMPANY ACCOUNTING

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

**Prerequisites:** AYB200 or AYB121  
**Equivalents:** AYX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 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.

**Antirequisites:** BSD110, CNB293, UDB342  
**Equivalents:** BSX110, CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

### BSB111 BUSINESS LAW AND ETHICS

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

**Antirequisites:** AYB120, LWS009, LWB145  
**Equivalents:** BSX111, CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

### BSB113 ECONOMICS

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

**Antirequisites:** BSD113  
**Equivalents:** BSX113, CTB113, UDB104  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

### BSB115 MANAGEMENT

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

**Antirequisites:** BSD115  
**Equivalents:** BSX115, CTB115
BSB119 GLOBAL BUSINESS
This unit examines the drivers of globalisation and the diversity of country markets at an introductory level. It develops the skills and understanding to identify and respond to the opportunities, challenges and risks of conducting business across politically, economically and culturally diverse environments. An authentic country feasibility study is undertaken to help identify where a firm can find opportunities both in terms of actual and potential markets and the location for value-adding activities. The unit aims for students to have developed a comprehension of the nature and role of globalisation and the drivers of international business, a knowledge of the competitive forces and challenges confronting all business as a consequence of globalisation processes and an awareness of the additional knowledge and skills required of management to operate business internationally across a diversity of environments.

Antirequisites: BSB116, BSB119
Equivalents: BSB119, CTB119
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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: BSB123
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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: BSB124
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-2, 2013 SEM-1 and 2013 SUM

BSB126 MARKETING
This introductory subject examines the role and importance of marketing to the contemporary organisation. Emphasis is placed on understanding the basic principles and practices of marketing such as the marketing concept, market segmentation, management information systems and consumer behaviour. The unit explores the various elements of the marketing mix, with special reference to product, price, distribution, and promotion, including advertising and public relations. By way of introduction only, key issues relating to services marketing, e-marketing and strategic marketing are also canvassed.

Antirequisites: BSB116, BSD126
Equivalents: BSX126, CTB126
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 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: 2013 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: 2013 SEM-2

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 Contact hours: 3 per week

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

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

EFX222 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
Teaching period: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2

EFB225 ECONOMICS FOR THE REAL WORD
In this unit economic concepts and theories at the introductory level will be used to forensically and critically investigate current social and public issues of interest. These issues relate to consumer choice, business pricing strategies, education, inequality, unemployment and poverty, population policy, tax reform, economic growth, the environment and globalisation.

Prerequisites: BSB113 or CTB113    Equivalents: EFX225
Credit points: 12

EFB226 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: BSB113    Equivalents: EFB334, EFX334, EFX226
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1

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)  
**Antirequisites:** EFB312, MIB202  
**Equivalents:** EFX240, IBB202  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**EFB307 FINANCE 2**

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

**Prerequisites:** EFB210  
**Equivalents:** EFX307  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**EFB312 INTERNATIONAL FINANCE**

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

**Prerequisites:** EFB210  
**Antirequisites:** EFB212, IBB202, EFB240  
**Equivalents:** EFX312  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**EFB330 INTERMEDIATE MACROECONOMICS**

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

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB202, EFX330  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

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**EFB331 INTERMEDIATE MICROECONOMICS**

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

**Prerequisites:** EFB223 or EFB102  
**Equivalents:** EFB211, EFX331  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

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**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:** EFB337 or EFB222  
**Equivalents:** EFX332  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-2

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**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:** 2013 SEM-1

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**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 and EFB222
Antirequisites: EFB318
Equivalents: EFX335
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 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 of 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: EFB223 or EFB240 or EFB201
Antirequisites: EFB314
Equivalents: EFX336
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 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: EFB223
Equivalents: EFX337
Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1

**EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY**

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

Prerequisites: (EFB330 or EFB202) and (EFB331 or EFB211) and (Completion of 168 credit points)
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: 2013 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: 2013 SEM-1 and 2013 SEM-2

**KCB101 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: 2013 SEM-1 and 2013 SEM-2

**KCB102 MEDIA MYTHBUSTING**

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: 2013 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.

Equivalents: KCB213
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove and Caboolture
Teaching period: 2013 SEM-1 and 2013 SEM-2

**KCB104 MEDIA AND COMMUNICATION: 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.

**Equivalents:** KCB150  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KCB105 INQUIRY IN MEDIA AND COMMUNICATION**
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.

**Equivalents:** KCB334  **Credit points:** 12  **Contact hours:** 3 per week, plus several lectures during semester  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**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:** 2013 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:** 2013 SEM-1 and 2013 SEM-2

**KCB206 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.

**Equivalents:** KCB201, KCB295  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**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:** 2013 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:** 2013 SEM-1 and 2013 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:** 2013 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:** 2013 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:** 2013 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:** 2013 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 Grove  **Teaching period:** 2013 SEM-2

**KDB110 DECONSTRUCTING DANCE IN HISTORY**
This unit includes a study of various international historical and contemporary contexts of dance as art. It focuses on romanticism, classicism, modernism and postmodernism.

**Equivalents:** KDB125  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KDB120 DANCE PRACTICE 1**
All professionals in the field of dance need a comprehensive grounding in the practice of dance. This unit provides the opportunity to hone skills and deepen understanding in contemporary dance and a second dance genre. As an introductory unit in a suite of Dance Practice units, you will develop approaches to learning and reflective practice to enable you to become an effective self-directed practitioner.

**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:** KDB103, KDB180  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KDB121 DANCE PRACTICE 2**
All professionals in the field of dance need a comprehensive grounding in the practice of dance. This unit provides further opportunities to hone skills and deepen understanding in contemporary dance and a second dance genre. As a second unit in a suite of Dance Practice units, you will continue to develop skills in learning and reflective practice to enable you to become an effective self-directed practitioner.

**Prerequisites:** KDB120 or KDB103  
**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.
will be permitted to enrol. **Equivalents:** KDB104, KDB181

**Credit points:** 12  **Campus:** Kelvin Grove   **Teaching period:** 2013 SEM-2

**KDB204 AUSTRALIAN DANCE**
This unit includes a study of the ritual, artistic and social functions of dance in contemporary Australian society.

**Equivalents:** KDB114  **Credit points:** 12  **Contact hours:** 3.5 per week   **Campus:** Kelvin Grove   **Teaching period:** 2013 SEM-2

**KDB205 TEACHING DANCE**
This unit includes a practical introduction to philosophies and practices in dance education. The areas of choreography, performance and appreciation are explored as students develop basic teaching and reflective practice skills. This unit is appropriate for students planning to teach dance in the primary, secondary, community or studio context.

**Antirequisites:** KDP205  **Equivalents:** KDB117  **Credit points:** 12  **Contact hours:** 3 per week   **Campus:** Kelvin Grove   **Teaching period:** 2013 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:** 2 per week   **Campus:** Kelvin Grove   **Teaching period:** 2013 SEM-1

**KDB231 LATIN DANCE PARTY**
Latin American Dance styles make an important contribution to a Dance practitioner’s skills portfolio. Further, as an enjoyable and healthy form of social interaction, knowing how to dance these styles is a broadly applicable life skill.

**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:** 3 per week   **Campus:** Kelvin Grove   **Teaching period:** 2013 SEM-2

**KFB103 INTRODUCTION TO THE INDUSTRY OF 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  **Campus:** Kelvin Grove   **Teaching period:** 2013 SEM-1

**KFB104 SUSTAINABILITY: THE MATERIALITY OF FASHION**
Detailed knowledge of the materials, skills and processes available to the garment and textile industries is essential in the first year of study for the fashion designer.

**Equivalents:** KFB407-2, KFB104-2  **Credit points:** 12  **Contact hours:** 3 per week   **Campus:** Kelvin Grove   **Teaching period:** 2013 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:** 2013 SEM-1 and 2013 SEM-2

**KFB108 UNSPEAKABLE BEAUTY 1: A HISTORY OF DRESS AND FASHION**
Unspeakable Beauty One introduces you to the history of western fashion from the 14th century up until the mid-19th Century. You will be provided with a guide to understanding changes in fashion and style in especially in regards to issues of gender and class. This knowledge will assist you in understanding the pivotal role that fashion has played throughout history in defining social and cultural identity.
This unit is the first of the suite of Fashion Studies Units offered by the fashion discipline and will provide you with an introduction to the key concepts essential to the study of the history and theory of fashion.

**Equivalents:** KFB106  **Credit points:** 12  **Campus:** Kelvin Grove   **Teaching period:** 2013 SEM-1

**KFB109 UNSPEAKABLE BEAUTY 2: FASHION AND MODERNITY**
Unspeakable Beauty 2 introduces you to the history of western fashion from the mid nineteenth century up until the mid twentieth century.
You will be provided with a guide to understanding changes in fashion and style especially in regard to theories of modern consumption and production.
This unit is the second in the suite of Fashion Studies Units offered by the Fashion Discipline and will provide you with an introduction to key concepts essential in the study of the history of modern fashion.

**Equivalents:** KFB206, KFB105, KFB408  **Credit points:** 12  **Campus:** Kelvin Grove   **Teaching period:** 2013 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: 2013 SEM-2

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: 2013 SEM-2

KFB209 RAGTRADE: THE BUSINESS OF 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: 2013 SEM-1

KFB210 FASHION AND COSTUME IN FILM
This unit studies the relationship between fashion and its dissemination through visual culture. Magazines, film, photography, television and new media have been fundamental to the dissemination of fashion information, the construction of stardom and femininity, and to the development of the fashion industry.

This unit unit examines two creative media, film and the internet. It examines how historically the cross-pollination between the Hollywood Studios, the cosmetic and the clothing industries first, and, more recently, contemporary blogs and internet images have contributed to the formation of discourses of consumer fashion and feminine aesthetic.

By examining internet blogs and images, the unit also studies how fashion media have expanded exponentially, with the advent of the stylist, the PR and the dissemination of fashion images as new global phenomena.
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-1

KFB211 PRODUCT DESIGN AND DEVELOPMENT IN THE FASHION INDUSTRY
While many would see the role of the designer as an integral part of any fashion brand, many of the largest fashion businesses in the industry are built on a product development model instead of traditional ideas of design. Rather than working from a blank canvas, the product developer creatively evolves unique and commercial garments from existing ideas and samples to create ranges that are both profitable and easy to outsource for manufacture. Product development requires diverse skills and knowledge in trend analysis, range building, textile selection and sourcing, garment finishing, specification sheets, global operations, marketing, and business to ensure successful project outcomes. By developing a foundation of knowledge in product development this unit aims to prepare students for work in commercial fashion or to assist them with the skills for creating their own product developed fashion brand.
Prerequisites: KFB103
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-1

KFB305 CRITICAL FASHION STUDIES
Critical Fashion Studies is the final undergraduate unit in the suite of Fashion Studies units. It consolidates and extends material covered in fashion units such as Unspeakable Beauty (1 & 2) and Contemporary Fashion. In order to develop a critical understanding of fashion it is important that you are introduced to theoretical models and critical debates in the area of fashion scholarship. Embracing an interdisciplinary approach characteristic of current fashion scholarship this unit provides a basis for you to research specific areas of interest in the field of fashion studies. It provides a critical academic context for students interested in pursuing an Honours or Post-Graduate pathway in the Fashion Discipline.
KIB101 VISUAL COMMUNICATION
Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.
Prerequisites: KIB801 or KKB007 or KKB818 or KIP401 or KIB201 or KIB202
Equivalents: KIB802
Credit points: 12
Contact hours: 4 per week
Campus: Kelvin Grove and Caboolture
Teaching period: 2013 SEM-1 and 2013 SEM-2

KIB102 VISUAL INTERACTIONS
This unit further develops interface design skills for communications technologies including design priorities, Interaction, visual systems, refinement of concepts, project analysis and problem solving through presentation models.
Prerequisites: KIB101 or KIB801 or KPB101 or KPB150 or KPB155
Equivalents: KIB802
Credit points: 12
Contact hours: 3.5 per week
Campus: Kelvin Grove
Teaching period: 2013 SEM-2

KIB103 INTRODUCTION TO WEB DESIGN AND DEVELOPMENT
This unit provides an introduction to theories and skills underpinning the application of multimedia technology with the Creative Industries, providing a foundation of conceptual and practical skills related to contemporary modes of electronic hypermedia production, communication and publishing.
Antirequisites: INB271, KIP403
Equivalents: KIB807, KKB007, KKB818
Credit points: 12
Contact hours: 3 per week
Campus: Kelvin Grove
Teaching period: 2013 SEM-1

KIB109 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: KIB101 or KIB103 or KIB801 or KIB807 or KKB007 or KKB818 or KIP401 or KIB201 or KIB202
Equivalents: KIB214, KIB210
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-1 and 2013 SEM-2

KIB120 GRAPHIC DESIGN
An ability to create and promote attractive and effective messages is the aim of graphic design. In this unit, you will build upon the knowledge and skills you have gained in visual communication to consolidate an advanced understanding of how graphic design works in our contemporary society. This unit is focused on the design process and projects (publications, corporate identity, digital media and advertising), therefore, there is an emphasis on skills and concepts that contribute to interpreting and responding to design briefs, and to developing creativity and design innovation.
Prerequisites: KIB101 or KIB801 or KIP401
Antirequisites: KVP401
Equivalents: KVB204
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-2

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: 2013 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: Gardens Point
Teaching period: 2013 SEM-2

KIB204 WEB INTERFACE DESIGN
Effective interface design is an essential aspect of contemporary communication. In the production of digital media forms, such as web sites or mobile applications, you will need to have an in-depth understanding of how visual design and communication principles apply to the creation of visual interfaces. You will also need to understand the effective and integral relationship between interface and interaction design. This unit provides the knowledge and
skills in interface design that will be required to design effective interactive media, which you will apply in future studies in Interactive and Visual Design. **Prerequisites:** (KIB103 or KIB807 or KKB007 or KKB818) and (KIB102 or KIB120 or KIB802 or KVB204) **Assumed knowledge:** It is assumed that students are familiar with the QUT computing environment, and digital design applications including Adobe Photoshop, Illustrator, Flash and Dreamweaver. Students are expected to read and write HTML and CSS in a text editor. **Equivalents:** KIB230, KIB211 **Credit points:** 12 **Campus:** Kelvin Grove **Teaching period:** 2013 SEM-2

**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. **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:** 2013 SEM-2

**KIB207 THEORIES OF VISUAL COMMUNICATION**

Contemporary visual designers need to have a thorough and sophisticated understanding of the principles, theories, and history of visual communication as well as how it shapes and changes the way that we understand meaning, persuasion, society and culture. This unit builds on knowledge gained in KIB101 Visual Communication and KIB120 Graphic Design to provide an in-depth knowledge of the field of visual communication. **Prerequisites:** (KIB120 or KVB204) and completion of 96cp of study **Credit points:** 12 **Campus:** Kelvin Grove **Teaching period:** 2013 SEM-2

**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 **Campus:** Kelvin Grove **Teaching period:** 2013 SEM-2

**KIB231 TYPGRAPHY 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 typogrpahy. 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:** KIB120 or KVB204 **Equivalents:** KIB335 **Credit points:** 12 **Campus:** Kelvin Grove **Teaching period:** 2013 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:** 2013 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:** 2013 SEM-2

**KJB315 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 168cp of study  **Equivalents:** KIB813  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 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 KVB204  **Antirequisites:** KCP361, KCP405  **Credit points:** 12  **Contact hours:** 3 per week, plus several workshops during semester  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KJB101 COMPUTATIONAL 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:** 2013 SEM-1 and 2013 SEM-2

**KJB103 MEDIA DESIGN AND LAYOUT**
Visual communication techniques are essential in capturing the attention of an increasingly visual literate society. Understanding how to design well is growing in importance in a society that is time poor and overloaded with competing sources of media. You will learn how to apply design theory in a variety of visual communication contexts relevant to the journalism, media and communication industries.

**Antirequisites:** KCB304, KJB211  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KJB104 PHOTOJOURNALISM**
Changing digital technologies have resulted in increased demands and expectations for journalism, media and communications professionals to have appropriate digital visual skills. They are increasingly expected to understand and apply digital visual principles and possess the ability to employ and include visual elements in their work such as photo-essays, and photojournalism projects. In this unit students will advance their fundamental digital photography proficiency and analyse styles of visual communication and the photographic medium.

**Antirequisites:** KKP420, KVB104, KVP402, KJP420  **Equivalents:** KKB020  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 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:** 2013 SEM-1 and 2013 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:** 2013 SEM-1 and 2013 SEM-2

**KJB222 ONLINE JOURNALISM 1**
As increasing volumes of news and other factual material are processed through online media, practitioners and also intending citizen journalists stand to get a secure understanding from studying the social and economic underpinnings of the format, and also from acquiring skills for using it.
This unit explores the background to practice in online journalism, such as the place of the medium in contemporary mass communication; it promotes the principles of best practice in journalism, and enables students to publish reports on line, giving them instruction in a wide range of production skills.

**Prerequisites:** KJB121 or KJP402  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 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:** 2013 SEM-1 and 2013 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:** 2013 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:** 2013 SEM-1

### KJB304 SUB-EDITING

This unit builds on KJB211 (Layout and Design) and is aimed at teaching students how to assess text for publication in the journalism industry which is a highly sought skill for employment both within Australia and overseas. Students will assess the text for news’ values, quality, photographs, supporting stories, applying style guides (both generic and in-house), grammar, spelling, accuracy, verification, its legality (including defamation, contempt and sub-judice), ethics, sources and balance. Students, individually and in small teams, will be given a range of copy-text from very poor to reasonable on a variety of topics which will be made publishable (i.e. production-ready) by them working with their tutor using the above processes.

**Prerequisites:** KJB120 or KJP400  
**Equivalents:** KJB322  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

### KJB337 INVESTIGATIVE 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:** 2013 SEM-2

### 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:** 2013 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:** 2013 SEM-2

**KKB341 WORK INTEGRATED LEARNING 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, BEB701,BEB702  
**Credit points:** 12  
**Contact hours:** Varies according to discipline-specific internship requirements  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

**KKB342 WORK INTEGRATED LEARNING 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 course, that builds upon and strengthens knowledge and skills acquired in KKB341 Internship 1.

**Prerequisites:** (KKB341 or KKB343).  
**KKB341 can be enrolled in the same teaching period as KKB342**  
**Antirequisites:** KKB344  
**Credit points:** 12  
**Contact hours:** Varies according to discipline-specific internship requirements  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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 > Cl_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% or D%B% units)  
**Credit points:** 12  
**Contact hours:** About 150 hours across the semester.  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 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 > Cl_Transitions). For some students this unit will be taken as the second of two 'project' units related to the same project, in such cases this 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:** 2013 SEM-1, 2013 SEM-2 and 2013 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:** 2013 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% or D% units)  
**Credit points:** 12  
**Contact hours:** 2-3 week tour and several lectures during semester  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

**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:** 2013 SEM-1 and 2013 SEM-2

**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:** 2013 SEM-1

**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.  
**Equivalents:** KMB638  
**Credit points:** 12  
**Contact hours:** 2.5 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2013 SEM-2

**KMB119 MUSIC AND SOUND PRODUCTION 1**  
This unit introduces students to the fundamental 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:** 2013 SEM-1

**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:** 2013 SEM-1

**KMB129 MUSIC AND SOUND PRODUCTION 2**  
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:** 2013 SEM-2

**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:** 2013 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:** 2013 SEM-1

**KMB215 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:** KMB301, KMB056  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2
KMB216 AUDIO / VISUAL INTERACTION
The ability to build custom audio/video performance and composition systems enables digital media artists to create unique interactive works. Graphical development environments are an ideal entry point for creating these systems as they enable rapid prototyping of ideas and do not require in depth knowledge of computer coding. This unit gives you a grounding in the concepts required to build interactive media works.

Equivalents: KKB216  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KMB225 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: 2013 SEM-1

KNB112 DRAWING FOR ANIMATION 1
There are many design principles and elements to consider in the conceptual development and presentation of an idea or visual message. The ability to apply drawing to such a task promotes the development of varied capabilities and technical skills: observation, description, meaning-making, recording, synthesis, interpretation and presentation in visual form. This unit will provide knowledge of the history and techniques of drawing, as well as core skills, and an understanding of its application for concept development, prototyping, and storyboarding. This will provide an foundation for existing and evolving modes of constructing and presenting effective visual communication.

Equivalents: KVB105, KVB755  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1

KNB121 ANIMATION HISTORY AND PRACTICES
The discipline of animation has a long history and varied applications. It appears to us now in many forms. This unit is directed at exploring the creative potential involved in the study of the history and practice of animation. You will be introduced to the life-worlds and regional concerns of past animators and the contribution of their practice to the development of the language of animation. You will be encouraged to engage with and respond to the works, cultures and theories of pioneers of the medium. An awareness of the history and broad application of animation practice will inform the development of critical and reflective frameworks for the contextualisation of your animation and artistic practice.

Equivalents: KIB111, KIB203  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2

KNB124 3D ANIMATION 1
In the evolving fields of animation, games and graphical visualisation, you will require new literacies and skills to participate fully in the 3D Computer Graphics production process. By introducing you to principles, processes, methods and theories of modelling; the architecture of 3D graphics; and node based applications, you will gain a foundational understanding of 3D graphics production.

Equivalents: KIB111, KIB203  Credit points: 12  Campus: Kelvin Grove  Teaching period: 2013 SEM-1 and 2013 SEM-2

KNB211 3D ANIMATION 2
When creating animated content for production, it is important to develop a solid methodology that allows an animator to work quickly and creatively while maintaining an acceptable level of quality. Being able to take direction and creatively respond to a brief while finding the best way to communicate an idea to an audience is a core skill that takes time to develop. The core communication skills of
illustration, motion, blocking and layout follow industry standards in pre-production, and are required for the generation and presentation of ideas, as well as the exploration of form and character. 

**Prerequisites:** KNB124 or KIB111 or KIB107 or KIB203  
**Equivalents:** KIB225, KIB106, KIB807  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KNB212 REAL-TIME 3D COMPUTER GRAPHICS**

The rapid improvements of rendering 3D graphics in real-time has seen this field expand beyond its early application to virtual environments and games. The use of real-time 3D technologies to enable virtual cinematography is quickly becoming commonplace. Real-time 3D engines allow directors and cinematographers to interactively direct a virtual camera with the same freedom as a live shoot. This unit provides students with a firm grounding in the practices, concepts and skills associated with asset creation for use in a real-time 3D engine. The content presented lays the critical groundwork for more advanced practices in KIB226 Virtual Environments.  

**Prerequisites:** KNB124 or KIB111 or KIB107 or KIB203  
**Equivalents:** KIB215, KIB325, KIB310, KIB821  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KNB221 ANIMATION: CG TOOLKIT**

Every artist needs to understand their toolkit. For a successful animation career, one must be familiar and competent in the tools and the software used in the creation of animated works. In addition, it is important to understand the processes of production in which these tools are employed. Animation CG Toolkit allows you to familiarise yourself with the tools and techniques of production within a studio environment.  

**Prerequisites:** (KNB123 or KIB105) and (KNB124 or KIB111 or KIB203)  
**Equivalents:** KIB213, KIB221  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KNB222 VIRTUAL ENVIRONMENTS**

3D Virtual Environments are continuing to be adopted by a wide range of industries providing artists with many more creative outlets and employment opportunities. By learning how to apply their 3D skills to the development of a virtual environment, students are making themselves more versatile as future animators, designers and creative practitioners. This unit builds on the fundamental skills developed in the prerequisite unit (Real-Time 3D Computer Graphics) allowing students to develop a major work for public exhibition.  

**Prerequisites:** KNB212 or KIB215 or KIB325  
**Equivalents:** KIB226, KIB316, KIB310, KIB821  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

**KNB311 ADVANCED CONCEPTS IN COMPUTER ANIMATION 1**

This unit consolidates your studio working practices, while supporting you to develop advanced skills and concepts in computer animation, character development, cinematic narrative and storytelling and directing. An important part of Advanced Concepts in Computer Animation is to encourage you to pitch, direct and project-manage animated works. This will bring a depth and breadth to your practice and provide you with the production management and direction skills required of an emergent animation professional.  

**Prerequisites:** (KNB221 or KIB221 or KIB213) and (KNB222 or KIB226 or KIB316 or KIB310 or KIB821)  
**Equivalents:** KIB330, KIB312  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**KNB312 CONTEMPORARY ISSUES IN ANIMATION**

Since the arrival of digital technologies, animation has become increasingly pervasive and is now embedded in many disciplines. Contemporary Issues in Animation recognises the diversity of animation practice and explores theoretical and critical debates about its role and place within the context of media globalisation. It examines animation practice across a range of contemporary media; investigates the relationship between evolving digital technologies and existing media; and considers the effect of new animated image forms on the experience of visual culture.  

**Prerequisites:** KNB121 or KIB108 or KIB825  
**Equivalents:** KIB302  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

**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:** 2013 SEM-1 and 2013 SEM-2

**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.
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:** 2013 SEM-2

KPB110 THE MOVIE, TV AND 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:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 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:** 2013 SEM-2

KPB113 TV AND FILM TEXT ANALYSIS
In an era when film and television texts are being transformed by digital media formats, media practitioners (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

KPB116 INTRODUCTION TO SCRIPTWRITING
Writing scripts for a range of media formats is a learned craft and requires discipline, perseverance and an understanding of industry practice. Possessing this key knowledge will give you abilities to develop concepts through to script stage across various film, television, and new media genres.
**Antirequisites:** KWP401  **Equivalents:** KWB102, KWB111  **Credit points:** 12  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2013 SEM-1 and 2013 SEM-2

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:** 2013 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:** 2013 SEM-1

KPB210 PRODUCTION MANAGEMENT FOR FILM, TV AND NEW MEDIA
*SUBJECT TO FINAL APPROVAL*
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.
<table>
<thead>
<tr>
<th>Equivalents: KPB104, KPB314</th>
<th>Credit points: 12</th>
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<tr>
<td><strong>KPB212 AUSTRALIAN FILM AND TV</strong></td>
<td><strong>Teaching period:</strong> 2013 SEM-1</td>
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<tr>
<td>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.</td>
<td><strong>Campus:</strong> Kelvin Grove</td>
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| **KPB303 CRITICAL THINKING ABOUT TELEVISION AND FILM** | **Teaching period:** 2013 SEM-2 |
| Students who have an interest in the social function of television, film and new media should be encouraged to think critically about social, cultural and aesthetic issues regarding the media. In this unit you will look at these issues, and learn the skills you need in order to research them and think about them critically. | **Credit points:** 12 **Contact hours:** 4 per week **Campus:** Kelvin Grove |

| **KPB313 PRODUCING FOR FILM, TV AND NEW MEDIA** | **Teaching period:** 2013 SEM-1 |
| 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. | **Equivalents:** KPB202 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove |

| **KRB120 SCENOGRAPHY AND THE ART OF TECHNICAL THEATRE** | **Teaching period:** 2013 SEM-2 |
| 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 |

| **KRB220 THE SCENOGRAPHIC DIVIDE** | **Teaching period:** 2013 SEM-1 |
| 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 |

| **KSB106 ACTING FUNDAMENTALS** | **Teaching period:** 2013 SEM-1 |
| Acting Fundamentals is a studio-based exploration of foundational acting principles for the development of character and story applicable to stage and film, involving warm-ups, physical and vocal awareness and expression, improvisation, scene study and performance process. | **Equivalents:** KTB103, KTB106, KKFAMJR-ACTING, KKFAMJR-DRAMA **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Kelvin Grove |

| **KTB101 UNDERSTANDING THEATRE** | **Teaching period:** 2013 SEM-1 |
| 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** | **Teaching period:** 2013 SEM-1 |
| 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 |

| **KTB103 PERFORMING SKILLS 1: CHARACTER AND SCENE** | **Teaching period:** 2013 SEM-1 |
| 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. | **Prerequisites:** KTB103, KTB106, KKFAMJR-ACTING, KKFAMJR-DRAMA **Antirequisites:** KSB106 **Equivalents:** KTB257 **Credit points:** 12 **Contact hours:** 4 per week **Campus:** Kelvin Grove |

| **KTB104 PERFORMANCE INNOVATION** | **Teaching period:** 2013 SEM-2 |
| 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 |

| **KTB106 PERFORMING SKILLS 2: STYLE AND FORM** | **Teaching period:** 2013 SEM-2 |
| 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 | **Equivalents:** KPB104, KPB314 **Credit points:** 12 |
theatre, Restoration comedy, comedy of manners, epic theatre and theatre of the absurd. 

**Antirequisites:** KSB106  **Equivalents:** KTB258  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KTB207 STAGING AUSTRALIA**
This unit introduces key concepts and practices pertaining to Australian theatre and drama of the twentieth and twentih-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:** 2013 SEM-2

**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  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**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  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KTB213 DIRECTING THEATRE**
*SUBJECT TO FINAL APPROVAL*
Directing text-based performance events, whether within a subscription season of 'traditional' theatre, or as a stand-alone event within the independent theatre sector, or within a festival context, requires highly developed creative skills and sound managerial and organisational abilities.

This third year undergraduate unit examining the artistic processes and project-management responsibilities that a drama director must fulfill, is essential for students wishing to further their practice as directors, or as performance-makers within educational settings or within the creative industries. It builds on skills and perspectives acquired in units such as Performing Skills 1&2, Performance Innovation, Production 1&2, Understanding Theatre and Staging Australia. 

**Prerequisites:** Completion of 72cp of study (% units)  
**Equivalents:** KTB306  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-2

**KTB302 POSTDRAMATIC THEATRE**
The elements of drama and the conventions of various periods have provided the pivot around which genres and forms of theatre can be studied. However, in recent decades a fresh species of drama has emerged called postdramatic theatre that challenges many of the traditional terms we use to define and make theatre. 

This unit examines postdramatic theatre that was heralded by the emergence of postmodernism. The unit will investigate the challenges postdramatic theatre makes to traditional notions of unitary art form, character, audience, site, time and narrative. The unit will investigate the postmodern aesthetics inherent in interdisciplinary, transdisciplinary and inter-media practices.  
**Equivalents:** KTB204, KTB275  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1

**KTB305 THE ENTREPRENEURIAL ARTIST**
This unit is taken in the final three years of the Bachelor of Creative Industries Drama course. The program 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:** 4 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 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:** 2013 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:** 2013 SEM-2

**KVB104 PHOTO MEDIA 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.

**Equivalents:** KKB020, KKP420, KVP402, KJP420  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove and Caboolture  **Teaching period:** 2013 SEM-1 and 2013 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  **Teaching period:** 2013 SEM-2

**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:** 2013 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:** 2013 SEM-2

**KVB114 DIGITAL MEDIA**

This unit explores multimedia development and design concepts and practices and investigates the user and user interaction principles.

**Equivalents:** KIB104, KIB808  **Credit points:** 12  **Campus:** Kelvin Grove  **Teaching period:** 2013 SEM-1 and 2013 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:** 2013 SEM-1

**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:** 2013 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:** 2013 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:** 2013 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.

**Equivalents:** KVB712  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 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:** KVB703  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Kelvin Grove  **Teaching period:** 2013 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:** 2013 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:** 2013 SEM-1

**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:** 2013 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:** 2013 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:** 2013 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:** 2013 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.

**Equivalents:** KWB002, KWB710  **Credit points:** 12
CULTURE
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  
Teaching period: 2013 SEM-1

KWB211 STYLISTICS
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: KWB301

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: 2013 SEM-1

KWB212 WRITING POETRY

*SUBJECT TO FINAL APPROVAL

The unit covers one of the major genres in creative writing, and is designed for those who are interested in language and the use of words in precise, innovative, concentrated and musical ways. It would also be useful to lyricists. The unit provides important creative and critical skills in writing verse and cultivating an understanding and appreciation of poetry and occurs at the mid-point of the creative writing major, building on KWB211 Stylistics and preparing students for the advanced work of third year.

Prerequisites: Completion of 96cp of Creative and Professional Writing discipline units (KWB% units)
Credit points: 12
Campus: Kelvin Grove
Teaching period: 2013 SEM-2

KWB213 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: KWP057

Equivalents: KWB106
KWB314  Credit points: 12  Campus: Kelvin Grove  
Teaching period: 2013 SEM-2

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: 2013 SEM-2

KWB304 EDITING AND DEVELOPING THE MANUSCRIPT
This unit develops your understanding of the editing process - in particular, the developmental intervention required to bring a creative manuscript to a publishable standard. These skills are crucial to those of you intending to work in the publishing industry, and of great benefit to professional creative writers. You will receive the opportunity to learn to edit the work of others with insight, understanding and technical skill.  
Antirequisites: KWP104, KWP404  Equivalents: KWB301  Credit points: 12  Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2013 SEM-1

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: 2013 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 which you can critique the operations of popular cultures.  
Equivalents: KWB006, KWB725  Credit points: 12  Contact hours: 3 per week  
Campus: Kelvin Grove  
Teaching period: 2013 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: 2013 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  
Teaching period: 2013 SEM-1

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  
Teaching period: 2012 SEM-2

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  
**Teaching period:** 2013 SEM-1

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**KXB202 PROJECT MANAGEMENT FOR ENTERTAINMENT**

The aim of this unit is to provide you with the skills to oversee the production of an entertainment project by providing you with amid-course level understanding of, and ability to employ, project management skills for entertainment.

**Prerequisites:** Completion of 72 credit points of study  
**Antirequisites:** MGB335, MGX335  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-2

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**LWS008 ENTERTAINMENT INDUSTRIES MAP**

Industry networks are of key importance in Entertainment. In this unit you will extend and apply your critical knowledge of entertainment industries to the ‘real-world’ task of creating and updating an online directory of entertainment industries. The online directory will be a public product.

**Prerequisites:** KXB101 and (36 credit points from AMB200, AMB207, BSB126, KPB101, KPB116, KXB102, KXB201, LWS008 and LWS009)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2013 SEM-1

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**MGB200 LEADING ORGANISATIONS**

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

**Prerequisites:** BSB115 or CTB115  
**Antirequisites:** MGB211, CTB211, MGB222, CTB232  
**Equivalents:** MGX200  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1, 2013 SEM-2 and 2013 SUM

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**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  
**Antirequisites:** MGX201  
**Equivalents:** MGX201  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**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:** 2013 SEM-1 and 2013 SEM-2

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**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:** 2013 SEM-1 and 2013 SEM-2

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**MGB220 HUMAN RESOURCE DECISION MAKING**

The unit will develop your knowledge and skills that are necessary for diagnosing problems at work, gathering data and information about these problems, and analysing the data and information to derive solutions and inform decision making.

**Prerequisites:** BSB123 or BSB122  
**Antirequisites:** AMB201, CTB201  
**Equivalents:** MGX220  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 SEM-1

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**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:** 2013 SEM-1 and 2013 SEM-2

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**MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS**

The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Equivalents:** IBB205, MGX225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**MGB309 STRATEGIC MANAGEMENT**

In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MIB314  
**Equivalents:** MGX309  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Equivalents:** MGX310  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2013 SEM-1 and 2013 SEM-2

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**MGB320 RECRUITMENT AND SELECTION**

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

**Prerequisites:** MGB339 or MGB221  
**Equivalents:** MGX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2013 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 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 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, CTB211, MGB222, CTB232, or MGB200  
Equivalents: MGX331  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2013 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)  
Antirequisites: KXB202  
Equivalents: MGX335  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2013 SEM-1 and 2013 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: 2013 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: 2013 SEM-1 and 2013 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: 2013 SEM-1 and 2013 SEM-2