Bachelor of Business (Study Area A)/ Bachelor of Information Technology (IX58)

Year offered: 2011
Admissions: Yes
CRICOS code: 059595C
Course duration (full-time): 4 Years
Domestic Fees (indicative): 2011: CSP $4,209 per semester (indicative)
International Fees (indicative): 2011: $11,000 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 419202
Past rank cut-off: 81
Past OP cut-off: 10
OP Guarantee: Yes
Assumed knowledge: English (4,SA) and Maths A, B or C (4,SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Course coordinator: Mr Mike Roggenkamp (Science and Technology), Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point

Study Areas
IX58 will not have nominated majors and minors and consequently there will not be a Study Area A shown on a graduate’s parchment. Instead, IX58 will have specialisations. The specialisation areas that will be available for students will include:
- Business Process Management
- Data Warehousing
- Digital Societies
- Enterprise Systems
- Information Management
- Network Systems
- Software Engineering
- Web Technologies


Pathways to Further Studies
In 2001, an accelerated Honours program was introduced to increase the number of Bachelor of Information Technology students continuing their studies to complete the Honours year. The program allowed selected high achieving students the opportunity to undertake one postgraduate unit in the final semester of their a BIT degree (or double degree) which would be counted both for completion of the degree and towards the Honours program. The program also provided students with the opportunity to commence their Honours studies over the Summer Semester.

An alternative to the Honours program is the Master of Information Technology (Research). Students who complete a BIT degree (or double degree) with a grade point average equal to, or greater than 5 (7 point scale) and who have decided against enrolling in an Honours program, could undertake this course. In addition, students may wish to enrol in the re-designed postgraduate coursework Masters which has ten specialisations allowing students to either extend their area of interest or specialise in other areas at the Masters level.

Business: For BS63 Bachelor of Business (Honours) please click BS63 for details.

Cooperative Education
The Faculty of Science and Technology’s Cooperative Education Program gives you the opportunity of 10-12 months paid industry placement during your course where you can integrate real experience with what you’re learning in your degree. Companies that QUT’s Coop Ed students have worked with include Energex, Boeing, CITEC, CSC Mining, Environmental Protection Agency, Dialog, UNITAB, RACQ and many Queensland Government departments. The Coop Ed Program is available to Australian citizens and permanent residents only.

Find out more about the Cooperative Education Program.

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

Find out more on deferment.

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

IX58 - Bachelor of Business/Bachelor of Information Technology Course structure

### Year 1, Semester 1
- **INB101** Impact of IT
- **INB102** Emerging Technology

### Year 1, Semester 2
- **INB103** Industry Insights
- **INB104** Building IT Systems

### Year 2, Semester 1
- IT Breadth Option Unit
- IT Breadth Option Unit
- Business Unit
- Business Unit

### Year 2, Semester 2
- IT Breadth Option Unit
- IT Breadth Option Unit
- Business Unit
- Business Unit

### Year 3, Semester 1
- **INB201** Scalable Systems Development
  - INB201 can only be taken after you have completed a minimum of 36 credit points of breadth units.
- IT Specialist Option Unit
  - Business Unit
  - Business Unit

### Year 3, Semester 2
- **INB300** Professional Practice in IT
  - INB300 and INB301 can only be taken after you have completed a minimum of 192 credit points of study.
- IT Specialist Option Unit
  - Business Unit
  - Business Unit

#### Year 4, Semester 1
- **INB301** The Business of IT
  - INB300 and INB301 can only be taken after a student has completed a minimum of 168 credit points of study.
- IT Specialist Option Unit
  - Business Unit
  - Business Unit

#### Year 4, Semester 2
- **INB302** IT Capstone Project
  - INB301 must be completed before enrolling in INB302.
- IT Specialist Option Unit
  - Business Unit
  - Business Unit

### IT Breadth Option Unit List

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<th>IT Breadth Option Units</th>
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<tr>
<td>INB120 Corporate Systems</td>
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<td>INB210 Databases</td>
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<td>INB220 Business Analysis</td>
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<td>INB250 Foundations of Computer Science</td>
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<td>INB251 Networks</td>
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<td>INB255 Security</td>
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<td>INB270 Programming</td>
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<td>INB271 The Web</td>
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<td>INB272 Interaction Design</td>
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### IT Specialisation Option Unit List

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<tr>
<td>1. BUSINESS PROCESS MANAGEMENT:</td>
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</table>
## Business Process Modelling
- INB320
- INB321
- INB322
- INB123

## Business Process Management
- INB306
- INB307
- INB308
- INB355

## Information Systems Consulting
- INB365

## Modelling and Animation Techniques
- INB381

## Real Time Rendering Techniques
- INB382

## Computational Intelligence for Control and Embedded Systems
- INB860

## Data Warehousing
- INB340
- INB341
- INB342
- INB343

## Search Engine Technology
- INB344

## Advanced Data Mining and Data Warehousing
- INB345

## Mobile Devices
- INB346

## Enterprise 2.0
- INB347

## Information Resources
- INB335

## Enterprise Systems Practice
- INB221

## Technology Management
- INB311

## Enterprise Systems Applications
- INB312

## Internet Protocols and Services
- INB350

## Unix Network Administration
- INB351

## Network Planning
- INB352

## Wireless and Mobile Networks
- INB353

## Software Development With Oracle
- INB341

## Enterprise Data Mining and Data Analysis
- INB342

## Advanced Data Mining and Data Warehousing
- INB343

## Search Engine Technology
- INB344

## Advanced Data Mining and Data Warehousing
- INB345

## Mobile Devices
- INB346

## Enterprise 2.0
- INB347

## Information Resources
- INB335

## Enterprise Systems Practice
- INB221

## Technology Management
- INB311

## Enterprise Systems Applications
- INB312

## Internet Protocols and Services
- INB350

## Unix Network Administration
- INB351

## Network Planning
- INB352

## Cryptology and Protocols
- INB355

## Systems Programming
- INB365

## Modelling and Animation Techniques
- INB381

## Real Time Rendering Techniques
- INB382

## Computational Intelligence for Control and Embedded Systems
- INB860

## Business component (Accountancy) - course structure

### Year 1, Semester 1
- BSB110 Accounting
- BSB115 Management

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

### Year 2, Semester 1
- Accountancy students MUST choose INB120 as one of their IT Breadth Options to meet professional recognition requirements
- BSB111 Business Law and Ethics
- BSB113 Economics

### Year 2, Semester 2
- AYB200 Financial Accounting
- AYB225 Management Accounting

### Year 3, Semester 1
- EFB210 Finance 1
- AYB219 Taxation Law
| Year 3, Semester 2 |                |                |
|-------------------|----------------|
| AYB230            | Corporations Law |
| AYB340            | Company Accounting |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 4, Semester 1 |                |                |
|-------------------|----------------|
| AYB311            | Financial Accounting Issues |
| AYB321            | Strategic Management Accounting |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 4, Semester 2 |                |                |
|-------------------|----------------|
| AYB301            | Audit and Assurance |
| AYB339            | Accountancy Capstone |
|                  | Information Technology unit |
|                  | Information Technology unit |

| IX58 - Business component (Advertising) - course structure |                |                |
|-----------------------------------------------------------|----------------|
| Year 1, Semester 1 |                |                |
| BSB126            | Marketing |
| BSB113            | Economics |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 1, Semester 2 |                |                |
|-------------------|----------------|
|                  | Accounting |
|                  | Management |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 2, Semester 1 |                |                |
|-------------------|----------------|
| BSB124            | Working in Business |
| BSB119            | Global Business |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 2, Semester 2 |                |                |
|-------------------|----------------|
| AMB200            | Consumer Behaviour |
| AMB220            | Advertising Theory and Practice |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 3, Semester 1 |                |                |
|-------------------|----------------|
| AMB201            | Marketing and Audience Research |
| BSB111            | Business Law and Ethics |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 3, Semester 2 |                |                |
|-------------------|----------------|
| AMB318            | Advertising Copywriting |
| AMB319            | Media Planning |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 4, Semester 1 |                |                |
|-------------------|----------------|
| AMB320            | Advertising Management |
| AMB330            | Advertising Planning Portfolio |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 4, Semester 2 |                |                |
|-------------------|----------------|
| AMB339            | Advertising Campaigns |
| BSB123            | Data Analysis |
|                  | Information Technology unit |
|                  | Information Technology unit |

| IX58 - Business component (Economics) - course structure |                |                |
|----------------------------------------------------------|----------------|
| Year 1, Semester 1 |                |                |
| BSB113            | Economics |
| BSB115            | Management |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 1, Semester 2 |                |                |
|-------------------|----------------|
|                  | Working in Business |
|                  | Data Analysis |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 2, Semester 1 |                |                |
|-------------------|----------------|
| BSB110            | Accounting |
| BSB111            | Business Law and Ethics |
|                  | Information Technology unit |
|                  | Information Technology unit |

| Year 2, Semester 2 |                |                |
|-------------------|----------------|
| EFB222            | Quantitative Methods For Economics and
### IX58 - Business component (Finance) - course structure

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

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

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

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

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

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

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

#### Year 4, Semester 2

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### Economics Choice Unit List

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

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### Important Note:

Note: Both BSB119 and BSB126 units are the remaining Business School Core Units which are to be completed.
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<td>MGB225 Intercultural Communication and Negotiation Skills</td>
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BSB123  Data Analysis  
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<td>AMB240</td>
<td>Marketing Planning and Management</td>
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Year 3, Semester 2

AMB202  Integrated Marketing Communication  
AMB240  Marketing Planning and Management  
Information Technology unit  
Information Technology unit

Year 4, Semester 1

AMB335  E-marketing Strategies  
AMB340  Services Marketing  
Information Technology unit  
Information Technology unit

AMB336  International Marketing  
AMB359  Strategic Marketing  
Information Technology unit  
Information Technology unit

IX58 - Business component (Public Relations) - course structure

Potential Careers:  

UNIT SYNOPSES
AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation. **Prerequisites:** BSB126 or CTB126 or BSB116 or BSB117 **Antirequisites:** MIB204 **Equivalents:** AMX200, CTB200 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point **Teaching period:** 2011 SEM-1 and 2011 SEM-2

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:** MIB303, MGB220, COB334 **Equivalents:** AMX201, CTB201 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point and Caboolture **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives. **Prerequisites:** BSB126 or CTB126 or BSB116 or BSB117 **Antirequisites:** COB308 **Equivalents:** AMX220 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point and Caboolture **Teaching period:** 2011 SEM-1 and 2011 SEM-2

AMB210 IMPORTING AND EXPORTING
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia's economic development.

Provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this. **Prerequisites:** BSB119 or CTB119 **Equivalents:** AMX210, IBB210 **Credit points:** 12 **Campus:** Gardens Point **Teaching period:** 2011 SEM-1 and 2011 SEM-2

AMB220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy. **Prerequisites:** BSB126, CTB126, BSB116, or BSB117 **Antirequisites:** AMX210, IBB210 **Credit points:** 12 **Campus:** Gardens Point **Teaching period:** 2011 SEM-1 and 2011 SEM-2

AMB240 MARKETING PLANNING AND MANAGEMENT
This unit extends the student's knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities. **Prerequisites:** BSB126 or CTB126 **Equivalents:** AMX240, CTB240 **Credit points:** 12 **Contact hours:** 3 per week **Campus:** Gardens Point and Caboolture **Teaching period:** 2011 SEM-1 and 2011 SEM-2
AMB263 INTRODUCTION TO PUBLIC RELATIONS
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Equivalents: AMB260, AMX263
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB264 PUBLIC RELATIONS TECHNIQUES
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: AMB261, AMB262
Equivalents: AMX264
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for 'smart' packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.
Prerequisites: AMB210, IBB210, AMB240, or CTB240
Equivalents: AMX303, IBB303
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB318 ADVERTISING COPYWRITING
There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students’ thinking and writing skills are refined in weekly workshops and culminate in a group project.
Prerequisites: AMB220 or COB308
Equivalents: AMB221, AMX318
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB319 MEDIA PLANNING
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.
Prerequisites: AMB220
Equivalents: AMB222, AMX319
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.
Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)
Equivalents: AMX320
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB330 ADVERTISING PLANNING PORTFOLIO
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media
and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.  
**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222  
**Equivalents:** AMX330  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB335 E-MARKETING STRATEGIES**  
E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st 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:** AMX335  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB336 INTERNATIONAL MARKETING**  
The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.  
**Prerequisites:** AMB240, CTB240, AMB210, or IBB210  
**Equivalents:** AMX336, IBB213  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**AMB339 ADVERTISING CAMPAIGNS**  
This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.  
**Prerequisites:** AMB320 and AMB330  
**Equivalents:** AMB321, AMX339  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB340 SERVICES MARKETING**  
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.  
**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  
**Antirequisites:** MIB311  
**Equivalents:** AMX340, CTB340  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB359 STRATEGIC MARKETING**  
Emphasis of the capstone Marketing unit is on the role of marketing manager at the corporate and strategic business unit/division levels. Students are exposed to a variety of strategic marketing techniques and issues, and learn how to apply these in corporate planning and management. Topics include: developing and critiquing strategic marketing planning models; recognising the importance of market focus; determining what marketing strategy can realistically be accomplished for a business; identifying underlying factors that must be considered in developing marketing strategy for a market-oriented organisation; discussing problems in successful implementation of marketing strategy; and organising for successful strategy implementation.  
**Prerequisites:** AMB340, and AMB335 or AMB241  
**Equivalents:** AMB341, AMX359  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AMB369 INTERNATIONAL BUSINESS STRATEGY**  
‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’  
**Prerequisites:** AMB336, AMB303, IBB303, or IBB213  
**Equivalents:** AMX369, IBB300  
**Credit points:** 12
Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB372 PUBLIC RELATIONS PLANNING
This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.
Prerequisites: ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  Equivalents: AMX372  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB373 CORPORATE COMMUNICATION
Corporate Communication provides students with the opportunity to build on and apply their understanding of public relations to an in-house corporate role. Students gain an overview of an organisation relevant to the practice of public relations at a senior level in organisations by investigating internal communication processes, corporate reputation, corporate social responsibility, organisational culture and change and issues and crisis management.
Prerequisites: (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  Equivalents: AMB360, AMX373  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB374 GLOBAL PUBLIC RELATIONS CASES
Global Public Relations Cases will apply the theoretical underpinnings of generic practice to specialist areas. Exposure to real-world global situations and public relations responses will improve students' familiarity with the public relations discipline’s practice and strengthen students' decision-making and critical thinking skills.
Prerequisites: AMB372, AMB261, or AMB262  Equivalents: AMB370, AMX374  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB375 PUBLIC RELATIONS MANAGEMENT
This unit develops student skills in the analysis of public relations public relations programs in line with corporate strategy, integrating long term planning with issue assessment and response. Students extend analytical, interpretive and management skills in the public relations role.
Prerequisites: AMB372 and AMB373, or AMB360  Equivalents: AMX375  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AMB379 PUBLIC RELATIONS CAMPAIGNS
As the capstone unit, Public Relations Campaigns sees the student bring together the design, strategic planning and tactical preparation that underpins an effective public relations campaign. Students research, develop and present their plans for a real world client, enhancing their portfolio prior to graduation.
Prerequisites: AMB374 or AMB370, and AMB201 or CTB201  Equivalents: AMB361, AMX379  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.
Prerequisites: BSB110 or CTB110  Equivalents: AYB121, AYX200  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AYB219 TAXATION LAW
This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.
Prerequisites: BSB111 or CTB111  Antirequisites: LWB364  Equivalents: AYB325, AYX219  Credit points: 12  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

AYB225 MANAGEMENT ACCOUNTING
This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used
in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.

**Prerequisites:** BSB110 or CTB110  
**Equivalents:** AYX225  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AYB227 INTERNATIONAL ACCOUNTING**

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

**Prerequisites:** BSB110 or CTB110, and BSB119 or CTB119  
**Equivalents:** AYX227  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AYB230 CORPORATIONS LAW**

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

**Prerequisites:** BSB111 or CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**AYB301 AUDIT AND ASSURANCE**

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

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

**AYB311 FINANCIAL ACCOUNTING ISSUES**

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

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

**AYB321 STRATEGIC MANAGEMENT ACCOUNTING**

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

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

**AYB339 ACCOUNTANCY CAPSTONE**

Accountancy Capstone co-ordinates several parts of the accountancy degree that have already been studied by students. At the same time some new concepts are introduced for each topic. The unit attempts to simulate the real world where the professional advisor/consultant is confronted with unstructured multi-disciplined problems on a day-to-day basis.

Based on the Problem-Based Learning (PBL) methodology, students will learn the process of how to deal with the problems typically faced by the professional
advisor/consultant. These problems require students to work together in teams, research issues, gather information and form conclusions.

Prerequisites: (AYB220 or AYB340 and AYB311), OR (AYB220 or AYB340 and AYB321)  
Antirequisites:  
AYN520  
Equivalents: AYX339  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

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

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

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

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

BSB113 ECONOMICS
This unit introduces students to the key economic concepts and their practical applications. It comprises twelve topics each focusing on a current economic issue. Microeconomic topics include demand and supply, elasticity, production and cost theory and market structure. Macroeconomic topics include measuring GDP, inflation and unemployment, money and banking, and fiscal and monetary policy.

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

BSB115 MANAGEMENT
The unit provides an introduction to the theories and practice of management and organisations. Emphasis is on the conceptual and people skills that are needed in all areas of management and in all areas of organisational life. The unit acknowledges that organisations exist in an increasingly international environment where the emphasis will be on knowledge, the ability to learn, to change and to innovate. Organisations are viewed from individual, group, corporate and external environmental perspectives.

Antirequisites: BSD115  
Equivalents: BSX115, CTB115  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

Antirequisites: BSB116, BSB112, BSD119  
Equivalents: BSX119, CTB119  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

BSB123 DATA ANALYSIS
The ability to collect, analyse, manipulate, understand and report data is an important skill in any work environment.
This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge. This unit is designed to ensure that students gain the basic tools necessary to allow them to develop this skill. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.

**Antirequisites:** BSB117, BSB122, CTB122, EFB101, MAB101, MAB141, MAB233  
**Equivalents:** BSX123  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**BSB124 WORKING IN BUSINESS**

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

**Antirequisites:** BSB114, CTB114, HHB113, BSD124  
**Equivalents:** BSX124  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**BSB126 MARKETING**

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

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

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

**EFB210 FINANCE 1**

This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm's investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.

**Prerequisites:** BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)  
**Equivalents:** EFX210  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**

This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.

**Prerequisites:** BSB122 or CTB122, or BSB123 or MAB101 or MAB233  
**Antirequisites:** EFB101  
**Equivalents:** EFX222  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**EFB223 ECONOMICS 2**

Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.

**Prerequisites:** BSB113 or CTB113 or UDB104  
**Equivalents:** EFB102, EFX223  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM
EFB240 FINANCE FOR INTERNATIONAL BUSINESS
In this unit students analyse the way international operations and performance of business can be put at risk by changing financial and regulatory conditions across borders and determine how best to manage the exposure to this risk. This unit examines the following: the evolution of the international financial system; the foreign exchange market; the types of foreign exchange rate exposures; managing exchange; translation and consolidation risks; assessing foreign direct investment targets; comparing the performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.
Prerequisites: (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)
Antirequisites: EFB312, MIB202 Equivalents: EFX240, IBB202 Credit points: 12 Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB307 FINANCE 2
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the dividend decision - dividends versus capital gains, franked versus unfranked income; firm valuation; free cash flow model; evaluation of takeovers; Risk and Return - diversification, the CAPM model, its practical application and its relationship to efficient market hypothesis; introduction to forwards, futures, options, warrants, convertibles and risk management using financial derivatives.
Prerequisites: EFB210 Equivalents: EFX307 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB312 INTERNATIONAL FINANCE
This unit examines the theory and practice of international finance, including the mechanics and uses of the spot, forward, swap, futures and options markets in foreign exchange; the relationship between domestic and international capital markets; interest rate and exchange rate determination; risk management of foreign exchange; international trade finance; evaluation of offshore investment.
Prerequisites: EFB210 Antirequisites: EFB212, IBB202, EFB240 Equivalents: EFX312 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB330 INTERMEDIATE MACROECONOMICS
This unit develops an analytical framework which can be used to understand and evaluate the macroeconomic performance of the Australian economy. It also provides extensive discussion of the monetary and fiscal policy approaches that are taken to maintain a sustainable economy with low inflation and low unemployment. Key issues addressed include unemployment, inflation, economic growth, saving and the balance of payments.
Prerequisites: EFB223 or EFB102 Equivalents: EFB202, EFX330 Credit points: 12 Campus: Gardens Point
Teaching period: 2011 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
This unit is designed to develop students’ understanding of microeconomics and its applications at the intermediate level. More specifically, the theoretical and empirical content of this unit provides the basis for understanding the decisions and actions of consumers, firms and governments in modern economies. Furthermore, the unit provides an appreciation of the range of issues to which economics may usefully be applied to improve managerial decision-making and the formulation of public policy to improve the welfare of the community.
Prerequisites: EFB223 or EFB102 Equivalents: EFB211, EFX331 Credit points: 12 Campus: Gardens Point
Teaching period: 2011 SEM-1

EFB332 APPLIED BEHAVIOURAL ECONOMICS
This unit is designed to expose students to current and practical applications of behavioural economics that can be used to improve the understanding of important topics in the area of sports, arts and entertainment. It uses an economic approach to explore topics such as superstardom, fakes, fads and herding behaviour, favouritism, awards and creativity, pressure, pay and performance, positional concerns or outcome uncertainty. The theories and methodological tools learned in this unit can also be applied to other economic areas and industries.
Prerequisites: EFB223 or EFB102 Equivalents: EFX332 Credit points: 12 Campus: Gardens Point
Teaching period: 2011 SEM-1

EFB333 INTRODUCTORY ECONOMETRICS
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.
Prerequisites: EFB222 or EFB101 Antirequisites:
EFB200  Equivalents: EFX333  Credit points: 12  
Campus: Gardens Point  Teaching period: 2011 SEM-1

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY  
The unit introduces students to some of the current environmental and natural resource issues confronting society and how planners and decision-makers could better understand and address these problems using economics. This unit demonstrates that economics has a major role to play in helping us to understand and solve some of the environmental problems facing societies. It will be demonstrated that economics can often be used to help protect the environment rather than harm it. The unit would benefit those who wish to work either in the public or the private sector.  
**Prerequisites:** EFB223 or EFB102  **Equivalents:** EFX334  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1

EFB335 INVESTMENTS  
This unit advances the students’ understanding of how investment decisions are made, what securities to invest in, how they fit in a portfolio, what is the impact of transaction costs, the risks associated with investing and performance evaluation of the investment process. This unit aims to provide students with an intermediate to advanced level of investment decision making skills which are essential for finance students in their personal and professional lives.  
**Prerequisites:** EFB307  **Antirequisites:** EFB318  
**Equivalents:** EFX335  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

EFB336 INTERNATIONAL ECONOMICS  
International economics advances student understanding of global markets and positions through theories and analyses of trade, intervention, currencies, current transactions, capital positions and obligations in an interdependent world. Through considerations of international positions and competitiveness the unit develops a framework for understanding 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:** EFB330 or EFB202, and EFB331 or EFB211  **Antirequisites:** EFB314  **Equivalents:** EFX336  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2

EFB337 GAME THEORY AND APPLICATIONS  
This unit presents the basic concepts of game theory and its application to economic phenomena, focussing on how individuals and firms deal with uncertainty and situations involving strategic interactions. The theoretical concepts are illustrated with applications from both the private and public sectors. Contents include the economics of uncertainty and information, asymmetric information, auctions, bargaining, markets and competition.  
**Prerequisites:** EFB331 or EFB211  **Equivalents:** EFX337  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY  
EFB338 is a unit designed to summarize your studies in economics. The unit comprises usually of three or more topics of current research in economics. The topics cover micro and macro economics, trends in current theoretical, empirical and economic policy research. The unit is designed to develop your ability to summarise, evaluate and 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:** EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  **Assumed knowledge:** This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study.  
**Equivalents:** EFX329, EFX338  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2

EFB340 FINANCE CAPSTONE  
This unit is designed to encompass the theory and knowledge gained in the entire Finance Major. The topics included in this unit are project evaluation, investment analysis, corporate valuation and advanced financial decision making. This unit aims to provide students with the forum to practice their finance skills in an applied setting which acts as a bridge between university studies and real-world employment in the financial services industry.  
**Prerequisites:** EFB307 and EFB335  
**Equivalents:** EFX340  
**Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

INB101 IMPACT OF IT  
You will gain an appreciation of the massive and positive impact that IT has had on a wide range of fields including business, science, engineering, education and health. You will learn about the benefits of increased productivity due to IT. You will consider ethical issues and possible negative impacts of IT. You will raise your awareness of the social implications of IT systems for society at the global, local and personal levels. You will develop an informed position on issues, and justify your reasoning with considered supportive arguments.  
**Antirequisites:** INN101  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching**
INB102 EMERGING TECHNOLOGY
The aim of this unit is to provide you with a conceptual framework so that you clearly identify Information Technologies and their purpose. This task will be fun as it covers a wide spectrum of ideas and allows us to examine some currently popular technologies. Information Technology has become so entwined with everyday life that identifying its scope is difficult, which also makes it difficult to identify opportunities where IT might further infiltrate into our daily lives for work and play. To achieve these aims, the unit introduces you to some of the theories and engineering practicalities that have already resulted in technological advances in the area of information technology. Concepts leading to existing technologies are introduced during lectures, which are followed by laboratory sessions where students will be encouraged to discuss social change, future information tools and explore the concepts required for constructing these technologies.

Equivalents: ITB005  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

INB103 INDUSTRY INSIGHTS
This unit aims to develop your awareness of the career possibilities in the ICT industry and to equip you with some of the essential skills required of an ICT professional. The unit helps you to derive a roadmap for your career; to enable you to identify the qualities, skills and interests you need to possess, to plan your career path. The unit will also introduce you the inter-disciplinary nature of ICT careers.

Equivalents: ITB002  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

INB104 BUILDING IT SYSTEMS
Today's modern integrated technology is built on IT systems which run in a range of contexts (e.g. mobile computing, robotics, and web-based systems) using a range of technological solutions such as programming and scripting, databases, web development and network programming. This unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.

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

INB120 CORPORATE SYSTEMS
Corporate Systems Management is a growing area where people can make a difference to the way organisations and societies operate. In key business domains, such as Government, Health, Finance, Utilities and Primary Industries, Corporate Systems Managers play a vital role in directing the socio-technical systems that affect everyone's lives. This unit will help students to gain an overview of these major roles and key business domains in order to set the scene for their future studies and help them to match their emerging professional interests with potential career directions.

Antirequisites: ITB360  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB123 PROJECT MANAGEMENT PRACTICE
In your information technology career it is very likely that you will work on and lead project teams to achieve business outcomes. You will achieve more effective outcomes by employing a project management method. The aim of this course is to familiarise you with the PRINCE2® method so that you could successfully work within and lead project teams. At the conclusion of this unit you may be eligible to sit the externally provided PRINCE2® Foundation and Practitioner accreditation examinations.

Antirequisites: INN500  Assumed knowledge: Completion of 48 credit points of an Undergraduate study is assumed knowledge.  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

INB201 SCALABLE SYSTEMS DEVELOPMENT
Information technology is a key enabling tool in a rapidly evolving global economy. IT systems underpin innovation across a range of application areas including business, economics, science, engineering, education and the arts. In order to educate graduates in this climate, Scalable Systems Development adopts an integrated approach to provide broad hands-on experiences designed to orient students to the range of possibilities within the IT discipline.

This team-based unit is an extension of project work introduced in Building IT Systems. Within a concrete, project-based context students will encounter the practical challenges of designing and implementing a substantial IT system. The unit aims to increase students' awareness of the potential of IT in enabling innovation through providing active, constructive and challenging problem-based learning experiences.

Prerequisites: (INB102 or ITB005) and (INB104 or ITB001)  Assumed knowledge: Completion of 36cp of Breadth
units is assumed knowledge    Equivalents: ITB007    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1

INB204 SPECIAL TOPIC 1
This unit gives you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial development project. The ability to apply technical knowledge and skills to real-life situations is essential for information technology professionals. A substantial project, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional capacity. Completing the project will also enable you to appreciate the complementary nature of the course material in total, particularly the need for careful project management.

Prerequisites: INB371    Assumed knowledge: Knowledge of programming in Java, C# or C++. Knowledge of basic data structures (stacks, queues, trees, linked lists, hash tables), complexity analysis    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1 and 2011 SEM-2

INB205 SPECIAL TOPIC 2
This unit introduces computational techniques involving numerical simulations and visualization. These skills will be applied to solve problems in a range of application areas. The programming language MATLAB will be used, along with the simulation environment NetLogo.

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

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

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

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

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

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

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

INB250 FOUNDATIONS OF COMPUTER SCIENCE
Contemporary computer-based systems are built from a wide range of technologies working at different levels of abstraction, from microprocessor hardware, to operating system and application software, to entire communications networks. At each abstraction level different techniques are needed to understand emergent properties of the system. This unit introduces some of the foundational principles commonly used to reason about the behaviour of computer-dependent systems at different levels of abstraction. Most of the techniques are derived from the field of Discrete Mathematics and are the foundation of the discipline called Computer Science.

Assumed knowledge: Basic familiarity with set theory (Venn diagrams and set operators), elementary algebra (polynomial and summation expressions, exponents and logarithms, etc) and simple probability concepts (permutations and combinations).    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-2

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

**Antirequisites:** INN251  **Equivalents:** ITB006  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-2

**INB255 SECURITY**

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

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

**INB270 PROGRAMMING**

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

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

**INB271 THE WEB**

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

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

**INB272 INTERACTION DESIGN**

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

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

**INB300 PROFESSIONAL PRACTICE IN IT**

In this unit you will have the opportunity to experience real world work experiences and to reflect on how your studies have prepared you for the work environment. This will give you the opportunity to plan on how to best take advantage of your remaining studies to prepare for your planned career. To help you to understand your future career you will be working in a team and/or group environments, seeing firsthand the challenges and constraints that arise during professional practice in a real world industry environment. You will develop a richer appreciation of the graduate capabilities required of all information technology professionals, particularly skills such as communication, negotiation and problem-solving strategies.

**Prerequisites:** INB201  **Antirequisites:** ITS020, INS010, INS011, INS012, INS020  **Assumed knowledge:** To be taken in your final year of the BIT. You must have completed at least 132 CPs of IT units, including at least two specialisation units. Normally you should have completed at least 192 CPs in a single degree or 288 CPs in a double degree  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**INB301 THE BUSINESS OF IT**

As an IT professional you are more and more evaluated in terms of the business value that you produce. This unit will prepare you for professional practice by making you "business savvy," i.e. giving you the business knowledge and skills that will help you with your future career and job. In particular the unit will address three themes: (1) career planning and job applications, (2) entrepreneurship & innovation, and (3) business and IT strategy. You will be introduced to career development tools that enable you to self-manage your career and life. You will learn how to
critically think about the requirements of a job and reflect upon your own experiences and learn how to communicate them. You will also learn about the entrepreneurial process of identifying a business opportunity and how to take advantage of that opportunity. In addition, you will gain an understanding of core strategic concepts and models, discuss typical strategy tools and then apply them to the 'Business of IT'.

**Antirequisites:** ITB009  
**Assumed knowledge:** Completion of 120 credit points within BIT is assumed  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### INB302 IT CAPSTONE PROJECT

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

**Prerequisites:** INB301  
**Assumed knowledge:** Students are expected to have a solid IT background knowledge (e.g., completion of at least 192 credit points)  
**Equivalents:** ITB010  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2 and 2011 SEM-2

### INB304 SPECIAL TOPIC 3

Traditional Artificial Intelligence (AI) aims at satisfying the Turing test, that is, it aims at making computers indistinguishable from humans. Computer games AI aims at giving Non-Player Characters (NPC) behavioural artefacts that complement a game narrative. Computer game AI is a special area of study that deals with algorithmic approaches to entertainment affects in NPC. Students will develop in this unit an understanding of problems, solutions and algorithms that generally defines the current state of computer game AI. The aim of this unit is to provide students with an intermediate level course in computer game AI that involves a set of the most relevant algorithms and their applications in the interactive entertainment and game industries.

**Prerequisites:** INB210 or ITB004 or INB122  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### INB305 SPECIAL TOPIC 4

INB305 BGIE Project Design Phase (P1) extends your work on the role, design, and plan of a computer game concept. The unit covers the conceptualisation and game design stages up to the game design pitch. If the project is given a green light by the assessment panel, it may be developed later in the P2 unit.

**Prerequisites:** INB371  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

### INB306 PROJECT 1

This unit gives you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial development project. The ability to apply technical knowledge and skills to real-life situations is essential for information technology professionals. A substantial project, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional capacity. Completing the project will also enable you to appreciate the complementary nature of the course material in total, particularly the need for careful project management.

**Prerequisites:** INB101, INB102, INB103, INB104 and INB201  
**Assumed knowledge:** As a minimum requirement you must have completed at least 132 credit points of IT units, including INB101, INB102, INB103, INB104, INB201, four breadth units, and at least two specialisation units.  
**Equivalents:** ITB230  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

### INB307 PROJECT 2

This unit gives you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial development project. The ability to apply technical knowledge and skills to real-life situations is essential for information technology professionals. A substantial project, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional capacity. Completing the project will also enable you to appreciate the complementary nature of the course material in total, particularly the need for careful project management.

**Assumed knowledge:** Assumed knowledge is completion
of 192cp of which at least 144cp must be IT units

Equivalents: ITB791  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

INB308 PROJECT 3
This unit gives you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial development project. The ability to apply technical knowledge and skills to real-life situations is essential for information technology professionals. A substantial project, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional capacity. Completing the project will also enable you to appreciate the complementary nature of the course material in total, particularly the need for careful project management.

Assumed knowledge: Assumed knowledge is completion of 192 credit points of which at least 144 credit points must be for IT units  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

INB311 ENTERPRISE SYSTEMS
The unit presents and discusses the Enterprise Systems Lifecycle model, orienting students to the requirements of addressing total cost of ownership, change management requirements and process modelling requirements in order to achieve business benefits. Concepts of Enterprise Systems success and associated enablers and barriers are also introduced. This unit introduces the technical architecture of complex 3-tiered client server environments. It seeks to show how an integrated complex database environment meets common business needs, and yet fails to meet the total Information Systems requirements.

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

INB312 ENTERPRISE SYSTEMS APPLICATIONS
The aim of this unit is to introduce one of the more complex and comprehensive Enterprise Systems applications. This unit introduces the business perspective and application processes of modules (such as FI, CO, PP, MM and S&D) and investigates the support provided by these systems and the integration between modules by following some of the major processes in a business. The unit enables you to experience both the business analyst view and the user's view of the system across a number of business processes.

Antirequisites: ITB233, INN312  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point

Teaching period: 2011 SEM-1

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

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

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

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

INB321 BUSINESS PROCESS MANAGEMENT
The aim of this unit is to introduce you to modern methodologies of Business Process Management. A main objective is to increase your awareness of the close link between business requirements and IT capabilities, and the related fundamental role of business processes. This unit also seeks to develop logical thinking, an appreciation for conceptual models, and the capability to understand and deal with complex systems.

Antirequisites: INN321  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

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

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

INB335 INFORMATION RESOURCES
This unit will help you to understand the structure of the information environment, to reflect upon the information resources you discover, and to develop the ability to find appropriate information for future problem solving. You will develop your skills in identifying, accessing, evaluating and retrieving information resources to meet specific information needs. The unit will also help you develop skills in teamwork and oral and written communication.

Antirequisites: INN335  Equivalents: ITB322  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

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

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

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

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

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

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

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

INB343 ADVANCED DATA MINING AND DATA WAREHOUSING
Data warehousing and mining have been well recognized as the dominating techniques for using databases in the future. This unit discusses the concepts, structures and algorithms of data warehousing and mining, e.g., data architecture and quality, data warehouse and data mart, data cubes, OLAP, patterns, association rules and decision tables. Through this study, students will be able to demonstrate knowledge and skills of designing, developing and implementing data warehousing components in SQL environments. It also enables students to design systems and tools that provide services to data management and analysis, such as data warehouses, data mining tools, business intelligence based systems, smart information use systems, and data processing systems.

Prerequisites: INB210  Antirequisites: INN343  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB344 SEARCH ENGINE TECHNOLOGY
Prerequisites: INB371  Assumed knowledge: Intermediate programming experience with intermediate-level knowledge of data structures and algorithms  Credit points: 12  Teaching period: 2011 SEM-1

INB345 MOBILE DEVICES
This unit provides the opportunity for exploring new and emerging mobile devices and wireless technology including iPhone, Netbook, 3G, WiMax, and RFID. Students will critically review and understand how they can be used for current contexts such as government, business, education and social community, as well as emerging ‘wilderness’
environments with no power and wired communication. Students will appreciate the impacts of these devices and be inspired for the current and future opportunities in ICT usage trends.

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

**INB346 ENTERPRISE 2.0**

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

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

**INB347 WEB 2.0 APPLICATIONS**

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

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

**INB350 INTERNET PROTOCOLS AND SERVICES**

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

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

**INB351 UNIX NETWORK ADMINISTRATION**

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

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

**INB352 NETWORK PLANNING**

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

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

**INB353 WIRELESS AND MOBILE NETWORKS**

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

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

**INB355 CRYPTOLOGY AND PROTOCOLS**

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

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

INB365 SYSTEMS PROGRAMMING
Systems programming is an essential part of any computer-science education. This unit uses operating system concepts to teach the foundations of systems programming and advanced concepts for producing softwares that provide services to computer hardware. Through this study, you will be able to demonstrate knowledge of the principles and techniques of process management, memory and file management, protection & security, and distributed systems.

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

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

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

INB371 DATA STRUCTURES AND ALGORITHMS
The purpose of this unit is to ensure that you have a sound knowledge of modern programming techniques and their use in providing medium-scale software solutions. This unit will teach you to decompose a problem and produce a modular solution to a programming task. The principles to analyse algorithms for efficiency will also be introduced. In addition, you will acquire the necessary skills for you to use the tools available in common development environments, such as Microsoft Visual Studio.

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

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

Prerequisites: INB370
Antirequisites: INN372, ITB612
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-2

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

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

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

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

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

**Prerequisites:** INB371 and MAB281

**Equivalents:** ITB467

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

**INB382 REAL TIME RENDERING TECHNIQUES**

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

**Prerequisites:** INB371, INB381 and MAB281

**Antirequisites:** ITB648 and ITB649  
**Equivalents:** ITB747

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

**INB385 MULTIMEDIA SYSTEMS**

This unit will explore the concepts underpinning multimedia systems and the role played by these technologies in the overall knowledge of a computer professional. You will learn to: design and develop different kinds of interactive multimedia applications; understand the bank of knowledge in cultural developments surrounding the emergence of multimedia technologies; analyse design and processes that contribute to the production of a creative work, using contemporary hardware and software technologies; develop the creative potential of temporal media forms and their placement and use within new media works; understand principles and conventions associated with the interpretation and production of meaning through interactive visual representation.

**Prerequisites:** INB103 or ITB002  
**Antirequisites:** ITB257

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

**INB386 ADVANCED MULTIMEDIA SYSTEMS**

This advanced level unit will give you high level design and development skills in some of the current and emerging areas of the new media. Web delivered applications, stand-alone systems and installations will be included. It will endeavour to give you an in-depth understanding of interactive Multimedia Systems. You will be given the theoretical basis and practical skills to motivate you in the design and creation of a state-of-the-art system in this discipline. In the process it will encourage a professional team approach appropriate to the industry environment.

**Prerequisites:** INB385 (Special considerations may apply)  
**Equivalents:** ITB259, ITN259  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**INB860 COMPUTATIONAL INTELLIGENCE FOR CONTROL AND EMBEDDED SYSTEMS**

This is a specialisation unit in the area of Infomechatronics that introduces five methods from the field of computational intelligence and relates them to applications on real time control and embedded systems. The methods are: Knowledge Base Systems, Fuzzy Control, Neural Networks, Reinforcement Learning and Evolutionary Computation. The unit is also intended to teach the specific design and programming skills that will enable you to solve problems using computational intelligence methods in real-time embedded systems. It is assumed that you already have knowledge of programming.

**Assumed knowledge:** Knowledge of a programming language like Python, Java or C is assumed.

**Equivalents:** ITB847  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**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 CBT115  
**Antirequisites:** MGB211, CBT211, MGB222, CBT232  
**Equivalents:** MGX200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**

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

**Prerequisites:** BSB115 or CBT115  
**Equivalents:** MGX201  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2
MGB207 HUMAN RESOURCE ISSUES AND STRATEGY
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.
Prerequisites: BSB115 or CTB115          Equivalents: CTB207, MGX207
Credit points: 12          Contact hours: 3
per week          Campus: Gardens Point          Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB210 MANAGING OPERATIONS
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.
Prerequisites: BSB115 or CTB115          Equivalents: CTB234, MGX210
Credit points: 12          Contact hours: 3
per week          Campus: Gardens Point          Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB220 BUSINESS RESEARCH METHODS
The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.
Prerequisites: BSB123 or BSB122          Antirequisites: AMB201, CTB201
Credit points: 12          Contact hours: 3
per week          Campus: Gardens Point          Teaching period: 2011 SEM-1

MGB223 ENTREPRENEURSHIP AND INNOVATION
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.
Prerequisites: BSB115 or CTB115          Equivalents: CTB223, MGX223
Credit points: 12          Contact hours: 3
per week          Campus: Gardens Point          Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.
Prerequisites: BSB115, CTB115, BSB119 or BSB124          Antirequisites: MGB312
Credit points: 12          Contact hours: 3
per week          Campus: Gardens Point and Caboolture          Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB309 STRATEGIC MANAGEMENT
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.
Prerequisites: MGB200, MGB211, CTB211, MGB222, or CTB232          Antirequisites: MIB314
Credit points: 12          Contact hours: 3
per week          Campus: Gardens Point and Caboolture          Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to

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business and non-business students seeking careers in private, public, and not-for-profit sectors. **Prerequisites:** MGB200, MGB211, C TB211, MGB222, or C TB232 **Antirequisites:** MGB334, CTB334, MGB212 **Equivalents:** MGX310  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-2

**MGB320 RECRUITMENT AND SELECTION**  
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.  
**Prerequisites:** MGB339 or MGB221 **Equivalents:** MGX320  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MGB324 MANAGING BUSINESS GROWTH**  
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.  
**Prerequisites:** MGB223 **Equivalents:** MGB218, MGX324  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1

**MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS**  
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.  
**Prerequisites:** MGB211, C TB211, MGB222, CTB232, or MGB200 **Equivalents:** MGX331  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MGB335 PROJECT MANAGEMENT**  
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.  
**Prerequisites:** (MGB210 and MGB309) or (MGB210 and AMB303)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**MGB339 PERFORMANCE AND REWARD**  
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.  
**Prerequisites:** MGB201, MGB207, or C TB207 **Equivalents:** MGB221, MGX339  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC**  
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region’s business environment.  
**Prerequisites:** MGB225, IBB205, IBB217, or IBB208 **Antirequisites:** IBB317 **Equivalents:** MGX340  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT**  
This unit develops personal, interpersonal and team skills that distinguish outstanding human resource, management and other professionals. Recent literature has identified the need for professionals to acquire knowledge in the areas of self management and the management of others to contribute to organisational performance. To achieve this, Personal and Professional Development is positioned at the conclusion of the course to build upon concepts learned in introductory and intermediate units with a strong focus on the application of theory to practice.  
**Prerequisites:** MGB331 and BSB124 **Equivalents:** MGB315, MGX370  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2