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

Year offered: 2010
Admissions: Yes
CRICOS code: 059595C
Course duration (full-time): 4 Years
Domestic fees (indicative): 2010: CSP $4,200 (indicative) per semester
International Fees (indicative): 2010: $10,500 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 419202
Past rank cut-off: 79
Past OP cut-off: 11
OP Guarantee: Yes
Assumed knowledge: English (4,SA), Maths A, B or C (4,SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 384
Course coordinator: Mr Richard Thomas (IT23), Dr Erica French (Business)
Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point

Course Description
This degree equips you to build and apply creative, innovative IT solutions across diverse industries. A hands-on, real world based curriculum gives you the opportunity to explore a wide range of areas within the two strands of this degree, and gain deep understanding within your chosen area speciality, such as networking, software engineering, data warehousing, business process modelling, enterprise systems, information management, web technologies, or digital societies. You will experience an innovative, hands-on approach to learning through projects where you develop IT systems. You will be able to gain entrepreneurial skills if you wish to learn how to develop an idea into a commercial opportunity. You learn to harness your creativity and people skills to maximise the impact of your technical know-how in the booming IT marketplace. It positions you for a challenging and rewarding career within the global economy. Full-time students are eligible for the Cooperative Education Program; paid industry work experience with credit towards your degree. Students are also offered many other work-integrated learning opportunities where you receive first-hand industry experience.

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


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

Entry Requirements
Year 12 or equivalent
Prerequisites: Nil
Assumed Knowledge: English (4,SA), Maths A, B or C (4,SA)
Primary Fields: B or C
Secondary Fields: B or C
OP Guarantee: Yes

International Students
English language requirements
In addition to the above academic entry requirements, international students must meet the University’s English language requirements of IELTS of 6.5 (with no lower than 6.0 for any one band).

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 School of IT'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
QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaire, portfolio, audition, prior study or work experience.

Non-year 12 students may also request to defer their QTAC offer on the basis of demonstrated special circumstances.

Find out more on deferment.

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

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IT Breadth Option Unit List
IT Breadth Option Units
You must complete four (4) units from the following list. You should not commence these units until you have completed INB101, INB102, INB103 and INB104.

INB120  Corporate Systems
INB121  Databases
INB220  Business Analysis
INB250  Systems Architecture
INB251  Networks
INB255  Security
INB270  Programming
INB271  The Web
INB272  Interaction Design

IT Specialisation Option Unit List

IT Specialist Option Units
You must complete four (4) units from the following list. Please ensure you have completed a minimum of 36 credit points (3 units) of IT Breadth Option Units before commencing these units. The units are grouped in areas to assist you in focusing your studies.

1. BUSINESS PROCESS MANAGEMENT:
   INB320  Business Process Modelling
   INB321  Business Process Management
   INB322  Information Systems Consulting
   INB123  Project Management Practice

2. DATA WAREHOUSING:
   INB340  Database Design
   INB341  Software Development With Oracle
   INB342  Enterprise Data Mining
   INB343  Advanced Data Mining and Data Warehousing
   Please note: INB343 not offered in 2010

3. DIGITAL ENVIRONMENTS:
   INB345  Mobile Devices
   INB346  Enterprise 2.0
   INB347  Web 2.0 Applications
   INB335  Information Resources

4. ENTERPRISE SYSTEMS:
   INB123  Project Management Practice
   INB221  Technology Management
   INB311  Enterprise Systems
   INB312  Enterprise Systems Applications

5. NETWORK SYSTEMS:
   INB350  Internet Protocols and Services
   INB351  Computer Network Administration
   INB352  Network Planning and Deployment
   INB353  Wireless and Mobile Networks

6. SOFTWARE ENGINEERING:
   INB370  Software Development
   INB371  Data Structures and Algorithms
   INB372  Agile Software Development
   INB374  Enterprise Software Architecture

7. WEB TECHNOLOGIES:
   INB313  Electronic Commerce Site Development
   INB373  Web Application Development
   INB374  Enterprise Software Architecture
   INB385  Multimedia Systems
   INB386  Advanced Multimedia Systems

8. UNGROUPED:
   INB204  Special Topic 1
   INB205  Special Topic 2
   INB304  Special Topic 3
   INB305  Special Topic 4
   INB306  Project 1
   INB307  Project 2
   INB308  Project 3
   INB355  Cryptology and Protocols
   INB365  Systems Programming
   INB860  Computational Intelligence for Control and Embedded Systems

Please note:
INB343 & INB323 are not offered in 2010

IX58 - Business component (Accountancy) - course structure

Year 1, Semester 1
BSB110  Accounting
BSB115  Management

Year 1, Semester 2
BSB123  Data Analysis
BSB126  Marketing
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### Year 1, Semester 1
- **BSB113** Economics
- **BSB115** Management
- Information Technology unit
- Information Technology unit

### Year 1, Semester 2
- **BSB124** Working in Business
- **BSB123** 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 Finance
- **EFB223** Economics 2
  - Information Technology unit
  - Information Technology unit

### Year 3, Semester 1
- **EFB330** Intermediate Macroeconomics
- **EFB331** Intermediate Microeconomics
  - Information Technology unit
  - Information Technology unit

### Year 3, Semester 2
- Choice Units or remaining Business Faculty Core Units
  - Information Technology unit
  - Information Technology unit

### Year 4, Semester 1
- Choice Units or remaining Business Faculty Core Units
  - Information Technology unit
  - Information Technology unit

### Year 4, Semester 2
- Choice Units or remaining Business Faculty Core Units

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**Economics Choice Unit List**

Choose any four 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 Faculty Core Units which are to completed.

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**IX58 - Business component (Finance) - course structure**

### Year 1, Semester 1
- **BSB113** Economics
- **BSB115** Management
  - Information Technology unit
  - Information Technology unit

### Year 1, Semester 2
- **BSB124** Working in Business
- **BSB126** Marketing
  - 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
- **BSB123** Data Analysis
- **BSB119** Global Business
  - Information Technology unit
  - Information Technology unit

### Year 3, Semester 1
- Choice Units or remaining Business Faculty Core Units
  - Information Technology unit
  - Information Technology unit

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### EFB222 - Quantitative Methods For Economics and Finance
- Information Technology unit

### EFB210 - Finance 1
- Information Technology unit

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

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

### IX58 - Business component (Human Resource Management) - course structure
### Year 1, Semester 1
- **BSB113** - Economics
- **BSB115** - Management
  - Information Technology unit

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

### Year 2, Semester 2
- **BSB124** - Working in Business

### BSB123 - Data Analysis
- Information Technology unit

### BSB119 - Global Business
- Information Technology unit

### Year 3, Semester 1
- **MGB207** - Human Resource Issues and Strategy
- **MGB220** - Business Research Methods
  - Information Technology unit

### Year 3, Semester 2
- **MGB200** - Leading Organisations
- **MGB201** - Contemporary Employment Relations
  - Information Technology unit

### Year 4, Semester 1
- **MGB331** - Learning and Development in Organisations
- **MGB339** - Performance and Reward
  - Information Technology unit

### Year 4, Semester 2
- **MGB320** - Recruitment and Selection
- **MGB370** - Personal and Professional Development
  - Information Technology unit

### IX58 - Business component (International Business) - course structure
### Year 1, Semester 1
- **BSB126** - Marketing
- **BSB119** - Global Business
  - Information Technology unit

### Year 1, Semester 2
- **BSB110** - Accounting
- **BSB115** - Management
  - Information Technology unit

### Year 2, Semester 1
- **BSB124** - Working in Business
| Year 1, Semester 1 | BSB113 | Economics |
|                   | BSB115 | Management |

| Year 2, Semester 2 | BSB123 | Data Analysis |
|                   |       | Information Technology unit |

| Year 2, Semester 2 | BSB111 | Business Law and Ethics |
|                   | BSB113 | Economics |

| Year 3, Semester 1 | MGB225 | Intercultural Communication and Negotiation Skills |
|                   | AYB227 | International Accounting |

| Year 3, Semester 2 | AMB210 | Importing and Exporting |
|                   | EFB240 | Finance for International Business |

| Year 4, Semester 1 | AMB303 | International Logistics |
|                   | AMB336 | International Marketing |

| Year 4, Semester 1 | MGB340 | International Business in the Asia-pacific |
|                   | AMB350 | International Business Strategy |

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

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

<p>| IX58 - Business component (Marketing) - course structure | Year 1, Semester 1 |
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**IX58 - Business component (Public Relations) - course structure**

| Year 1, Semester 1 |                         |                            |
| BSB119             | Global Business         | Information Technology unit |
| BSB126             | Marketing               | Information Technology unit |
| BSB126             | Information Technology unit |                             |
|                     |                         |                            |
| Year 1, Semester 2 |                         |                            |
| BSB110             | Accounting              | Information Technology unit |
| BSB115             | Management              | Information Technology unit |
| BSB115             | Information Technology unit |                             |
|                     |                         |                            |
| Year 2, Semester 1 |                         |                            |
| BSB124             | Working in Business     | Information Technology unit |
| BSB113             | Economics               | Information Technology unit |
| BSB113             | Information Technology unit |                             |
|                     |                         |                            |
| Year 2, Semester 2 |                         |                            |
| AMB263             | Introduction To Public Relations | Information Technology unit |
| AMB264             | Public Relations Techniques | Information Technology unit |
| AMB264             | Information Technology unit |                             |
|                     |                         |                            |
| Year 3, Semester 1 |                         |                            |
| AMB201             | Marketing and Audience Research | Information Technology unit |
| BSB111             | Business Law and Ethics   | Information Technology unit |
| BSB111             | Information Technology unit |                             |
|                     |                         |                            |
| Year 3, Semester 2 |                         |                            |
| AMB372             | Public Relations Planning | Information Technology unit |
| AMB373             | Corporate Communication   | Information Technology unit |
| AMB373             | Information Technology unit |                             |
|                     |                         |                            |
| Year 4, Semester 1 |                         |                            |
| AMB374             | Global Public Relations Cases | Information Technology unit |
| AMB375             | Public Relations Management | Information Technology unit |
| AMB375             | Information Technology unit |                             |

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AMW200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB204
Equivalents: CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMW201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: MIB305, MGB220, COB334
Equivalents: CTB201
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AMW202 INTEGRATED MARKETING COMMUNICATION
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a ‘total’ approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB308
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1, 2010 SEM-2

AMW210 IMPORTING AND EXPORTING
Trade has become fundamental to the survival and growth of many businesses in Australia as well as other economies. International business students need an understanding of the many challenges entailed in the management of trade. Import and export practice is an applied, technical and evolving area of international business operations that reflects the dynamic nature of trans-national trade in the global economy. This unit examines the importance of importing and exporting for Australia’s economic development, provides key information related to importing and exporting, uses industry perspectives on issues of current importance in international trade and provides a structured tutorial programme to achieve this.
Prerequisites: BSB119 or CTB119
Equivalents: IBB210
Credit points: 12
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMW220 ADVERTISING THEORY AND PRACTICE
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.
Prerequisites: BSB126, CTB126, BSB116, or BSB117
Antirequisites: COB308
Credit points: 12
hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**
This unit extends the student's knowledge of the fundamental marketing concepts and theories introduced in the Faculty Core unit in Marketing, by adding further breadth and depth of knowledge of marketing and developing skills in the application of this knowledge to marketing planning and management within the business environment. Emphasis is on the role of the marketing manager at the product management level in undertaking analysis, planning, implementation and control of marketing activities.  
Prerequisites: BSB126 or CTB126  Equivalents: CTB240  Credit points: 12  Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to understand more about this important area of business.  
Prerequisites: BSB126, CTB126, BSB116, or BSB117  Equivalents: AMB260  Credit points: 12  
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

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

**AMB303 INTERNATIONAL LOGISTICS**
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for 'smart' packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.  
Prerequisites: AMB210, IBB210, AMB240, or CTB240  Equivalents: IBB303  Credit points: 12  
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB318 ADVERTISING COPYWRITING**
Prerequisites: AMB220 or COB308  Equivalents: AMB221  Credit points: 12  
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB319 MEDIA PLANNING**
Prerequisites: AMB220  Equivalents: AMB222  Credit points: 12  
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB320 ADVERTISING MANAGEMENT**
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.  
Prerequisites: (AMB318 or AMB221) and (AMB319 or AMB222)  Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB330 ADVERTISING PLANNING PORTFOLIO**
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in...
advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.

**Prerequisites:** AMB318 or AMB221, and AMB319 or AMB222  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB335 E-MARKETING STRATEGIES**

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

**AMB336 INTERNATIONAL MARKETING**

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

**AMB339 ADVERTISING CAMPAIGNS**

**Prerequisites:** AMB320 and AMB330  
**Equivalents:** AMB321  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB340 SERVICES MARKETING**

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

**AMB341 INTERNATIONAL BUSINESS STRATEGY**

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

**AMB345 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)  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB346 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:** (AMB263 or AMB260 and AMB264) or (AMB261 and AMB262)  
**Equivalents:** AMB360  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2
Prerequisites: AMB372, AMB261, or AMB262  
Equivalents: AMB370  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

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

Prerequisites: AMB374 or AMB370, and AMB201 or CTB201  
Equivalents: AMB361  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**AYB200 FINANCIAL ACCOUNTING**

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

Prerequisites: BSB110 or CTB110  
Equivalents: AYB121  
Credit points: 12  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**AYB219 TAXATION LAW**

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

Prerequisites: BSB110 or CTB111  
Antirequisites: LWB364  
Equivalents: AYB325  
Credit points: 12  
Teaching period: 2010 SEM-1 and 2010 SEM-2

**AYB225 MANAGEMENT ACCOUNTING**

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

Prerequisites: BSB110 or CTB110  
Credit points: 12  
Teaching hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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  
Credit points: 12  
Teaching hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

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

**AYB301 AUDIT AND ASSURANCE**

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

Prerequisites: AYB221, and AYB340 or AYB220  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

Prerequisites: AYB340 or AYB220  
Credit points: 12  
Contact hours: 3.5 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

Prerequisites: AYB225  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

Prerequisites: AYB200 or AYB121  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 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: CTB110  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point and Caboolture  
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

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

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

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

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

Antirequisites: BSD115    Equivalents: CTB115    Credit
points: 12    Contact hours: 3 per week    Campus:
Gardens Point and Caboolture    Teaching period: 2010
SEM-1, 2010 SEM-2 and 2010 SUM

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

Antirequisites: BSB116, BSB112    Equivalents: CTB119
Credit points: 12    Contact hours: 3 per week    Campus:
Gardens Point and Caboolture    Teaching period: 2010
SEM-1, 2010 SEM-2 and 2010 SUM

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

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

BSB124 WORKING IN BUSINESS
This unit will help you to kickstart your study and your
career in business regardless of your specific discipline. Not
only does "Working in Business" give you an understanding
of where business has come from and where it is headed,
but you will also gain insights into yourself and how you can
develop as both a student and professional in the business
world. It covers an overview of business, the important
issues for working as a professional in an organisation, and
also gives you the opportunity to reflect on your own skills,
preferences and career options so you can plan a future
that suits you.

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

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

Antirequisites: BSB116    Equivalents: CTB126    Credit
points: 12    Contact hours: 4 per week    Campus:
Gardens Point and Caboolture    Teaching period: 2010
SEM-1, 2010 SEM-2 and 2010 SUM
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: BSB123 or CTB113
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB210 FINANCE 1
This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm’s investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.

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

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE
Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233
Antirequisites: EFB101
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB223 ECONOMICS 2
Consumer behaviour, the role of the government in market intervention, allocative efficiency and market structure are some of the fundamental issues in microeconomics addressed in this unit. Business cycles and the related issue of macroeconomic stabilisation policy are analysed and explained within the Australian context. The significance of the international economy is described through a discussion of foreign exchange markets, the Australian dollar and the terms of trade.

Prerequisites: BSB113 or CTB113
Equivalents: EFB102
Credit points: 12
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

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

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

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

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

EFB330 INTERMEDIATE MACROECONOMICS
Prerequisites: EFB223 or EFB102
Credit points: 12
Teaching period: 2010 SEM-1

EFB331 INTERMEDIATE MICROECONOMICS
Prerequisites: EFB223 or EFB102
Credit points: 12
Teaching period: 2010 SEM-1
EFB332 APPLIED BEHAVIOURAL ECONOMICS
Prerequisites: EFB223 or EFB102 Credit points: 12
Teaching period: 2010 SEM-1

EFB333 INTRODUCTORY ECONOMETRICS
Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.
Prerequisites: EFB222 or EFB101 Antirequisites: EFB200 Credit points: 12 Teaching period: 2010 SEM-1

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY
Prerequisites: EFB223 or EFB102 Credit points: 12
Teaching period: 2010 SEM-1

EFB335 INVESTMENTS
Prerequisites: EFB307 Antirequisites: EFB318
Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

EFB336 INTERNATIONAL ECONOMICS
Prerequisites: EFB330 or EFB202, and EFB331 or EFB211 Antirequisites: EFB314 Credit points: 12
Campus: Gardens Point Teaching period: 2010 SEM-2

EFB337 GAME THEORY AND APPLICATIONS
Prerequisites: EFB331 or EFB211 Credit points: 12
Teaching period: 2010 SEM-2

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.
Prerequisites: EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211

EFB340 FINANCE CAPSTONE
Prerequisites: EFB307 and EFB335. EFB335 can be enrolled in the same teaching period. Credit points: 12
Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 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: ITB361, INN101 Credit points: 12
Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

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.
Antirequisites: ITB005 Credit points: 12
Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 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.

**Antirequisites:** ITB002  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**INB104 BUILDING IT SYSTEMS**
This team-based unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.

**Antirequisites:** ITB001  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**INB120 CORPORATE SYSTEMS**
Corporative 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: 2010 SEM-1

**INB123 PROJECT MANAGEMENT PRACTICE**
Successful businesses use Project Management (PM) processes to structure the implementation, upgrades and process improvement activities undertaken within organisations. This unit investigates project management processes and analyses, combines and applies the basic elements and tools of successful projects to ICT cases. With a focus on contemporary organisations, the unit covers activities such as communication and risk management, change management, recording keeping and project reporting. The unit covers practical, relevant and topical PM issues delivered as a complex project activity.

**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: 2010 SEM-2

**INB201 SCALABLE SYSTEMS DEVELOPMENT**
TBA

**Prerequisites:** (INB102 or ITB005) and (INB104 or ITB001)
Assumed knowledge: Completion of 36cp of Breadth units is assumed knowledge  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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

**INB205 SPECIAL TOPIC 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.

**Prerequisites:** INB255, INB351 and INB365  Assumed knowledge: Basic computer security knowledge, a good understanding of the use of Unix operating systems, computer networking and Programming experience (such as Python, C#, C, Java).  Other requisites: Students must have completed 192 credit points towards their bachelor degree. Students must have a GPA of 5.5  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point
INB210 DATABASES
The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

Assumed knowledge: Students are expected to have solid IT background knowledge (e.g., completion of at least 192 credit points) Equivalents: ITB004, ITB115 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

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

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

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

Prerequisites: INB103 or ITB002 or INB120 or ITB360 Antirequisites: ITN241, ITN251 and ITN366 Equivalents: ITB366, ITB241 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1

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

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: 2010 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.

Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 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: ITB006 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

INB270 PROGRAMMING
This unit aims to give you a positive introduction to the skills required in solving computational problems and implementing solutions in a programming or scripting language. Although some theoretical aspects of computer programming are introduced briefly, the overall emphasis of the unit is programming practice. The unit emphasises generic programming concepts and related problem-solving strategies. The skills you learn in this unit will be applicable to a wide variety of commonly-used, industrially-significant programming and scripting languages.
Prerequisites: INB104 or ENB246  Antirequisites: ITB003, ITB112, ITB411, INN270  Credit points: 12
Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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: 2010 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: 2010 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.

Antirequisites: ITS020, INS010, INS011, INS012, INS020  Assumed knowledge: Completion of 168 credit points within BIT is assumed  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 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: 2010 SEM-1 and 2010 SEM-2

INB302 CAPSTONE PROJECT
Students are to work together in a team of 4-5 on a project that addresses one of the following three types of problems: real business problems, real market needs, real research problems. This unit extends students' development of the professional, technical and teamwork skills required by IT professionals in practice. Students will extend their knowledge and skills in the areas of IT project management through completing professional project documentation and managing the team project. Students will also gain a greater understanding and skill level in analysis and design, and their significance in delivering successful business or research outcome. The unit also focuses on furthering students' professional skills in report writing, oral communication, and visual communication.

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: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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.

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

**Credit points:** 12    **Contact hours:** 3 per week    **Campus:** Gardens Point    **Teaching period:** 2010 SEM-2
INB312 ENTERPRISE SYSTEMS APPLICATIONS
The aim of this unit is to introduce one of the more complex and comprehensive Enterprise Systems applications. This unit introduces the business perspective and application processes of modules (such as FI, CO, PP, MM and S&D) and investigates the support provided by these systems and the integration between modules by following some of the major processes in a business. The unit enables you to experience both the business analyst view and the user's view of the system across a number of business processes.

Antirequisites: ITB233, INN312  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

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

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

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

Equivalents: ITB298  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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 work  Campus: Gardens Point  Teaching period: 2010 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: 2010 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.

Equivalents: ITB322  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

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

Prerequisites: INB210 or ITB004  Antirequisites: ITB229  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1
INB341 SOFTWARE DEVELOPMENT WITH ORACLE
Oracle Corporation is the leading supplier of database software. This unit aims to develop a sound understanding of database creation, installation, administration, management, security, back up/recovery and application development. The unit aims to develop practical skills in each of these elements, using appropriate Oracle software.

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

Prerequisites: INB210 or ITB004 or INB122
Equivalents: ITB223
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

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

Prerequisites: INB212 or INB210 or INB340 or AYB114
Antirequisites: INN342
Equivalents: ITB239
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-2

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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point

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: 2010 SEM-1

INB346 ENTERPRISE 2.0
This unit will help you to acquire the skills and knowledge required to critically explore and utilise applications within diverse contexts and organisations.

Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 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: 2010 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: ITB264, ITB629, ITB720, ITN525, ITN667, ITN720
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1
INB351 COMPUTER NETWORK ADMINISTRATION
The aim of this unit is to 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: 2010 SEM-2

INB352 NETWORK PLANNING AND DEPLOYMENT
The unit draws together subject matter from a number of different networking-related areas. The aim of the unit is to assemble the previously acquired knowledge and techniques and apply it in a cohesive fashion to the task of network planning.

Prerequisites: INB350  Antirequisites: ITB551, ITB628, ITB722, INN352, ITN551, ITN722  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

INB353 WIRELESS AND MOBILE NETWORKS
This unit provides you with the skills to be able to design and understand the issues involved with different types of wireless communications systems. It develops your knowledge of Wide Area Networks (WANs), Local Area Networks (LANs) and Personal Area Networks (PANs) as well as skills in programming for mobile handsets. You will also develop knowledge of the different types of wireless communications technologies available and when each is most applicable in a particular situation.

Prerequisites: INB251 or ITB006  Antirequisites: ITN723  Assumed knowledge: Networks or equivalent networking knowledge is assumed knowledge  Equivalents: ITB723  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

INB355 CRYPTOLOGY AND PROTOCOLS
Cryptographic techniques are widely used to implement computer and network security. As an IT security professional you may be required either to evaluate or implement information systems using cryptographic algorithms and protocols. This elective unit covers the main cryptographic technical concepts including encryption, digital signatures and cryptographic protocols.

Antirequisites: ITB646, ITB548, ITB566  Assumed knowledge: Maths B or equivalent is assumed knowledge.  Equivalents: ITB732  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

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

Prerequisites: INB270  Antirequisites: INN365, ITB745, ITB706  Assumed knowledge: Fundamentals of computer architecture; high level programming languages (such as C, C++, Java Python) is assumed knowledge.  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

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

Prerequisites: INB270 or ITB003 or INN270  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

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

Prerequisites: INB270 or ITB003  Antirequisites: ITB711, ITB702, INN371  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1
INB372 AGILE SOFTWARE DEVELOPMENT
This unit introduces you to the software development process. You will look at each of the major activities involved in developing a software system. You will also learn how to manage and control the software development process for a large project when a number of team members are involved in the development. This unit develops the professional practice of working on large software systems.

Prerequisites: INB370  
Antirequisites: INN372, ITB612, ITB712  
Assumed knowledge: Good programming, debugging, testing and software development skills.

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

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

Prerequisites: INB271 or ITB007  
Antirequisites: INN373  
Equivalents: ITB716 and ITN716  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-1

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

Prerequisites: INB270 or ITB003  
Equivalents: ITB717  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-2

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: 2010 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: 2010 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.

Antirequisites: ITB847  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2010 SEM-2

MGB200 LEADING ORGANISATIONS
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.
MGB201 CONTEMPORARY EMPLOYMENT RELATIONS
This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.
Prerequisites: BSB115 or CTB115
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

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

MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS
The course develops students' abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of 'national culture' by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.
Prerequisites: BSB115, CTB115, BSB119 or BSB124
Credit points: 12
Contact hours: 3
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 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
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2010 SEM-1 and 2010 SEM-2
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.  

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MGB334, CTB334, MGB212  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 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  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1

### MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS

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

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

### MGB335 PROJECT MANAGEMENT

This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.  

**Prerequisites:** (MGB210 and MGB309) or (MGB210 and AMB303)  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### MGB339 PERFORMANCE AND REWARD

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

**Prerequisites:** MGB201, MGB207, or CTB207  
**Equivalents:** MGB221  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1

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