Bachelor of Business/Bachelor of Games and Interactive Entertainment (IX63)

Year offered: 2011
Admissions: Yes
CRICOS code: 063024D
Course duration (full-time): 4 years
Domestic Fees (indicative): 2011: CSP $4,209 per semester (indicative)
International Fees (indicative): 2011: $11,000 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 419692
Past rank cut-off: 81
Past OP cut-off: 10
OP Guarantee: Yes
Assumed knowledge: English (4, SA) and Math A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 384
Standard credit points per full-time semester: 48
Course coordinator: Michael Docherty (Science and Technology); Director of Undergraduate Studies, QUT Business School; email: bus@qut.edu.au
Discipline coordinator: Ms Ros Kent (Accountancy); Ms Sherrena Buckby (Accountancy); ASPRO Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr John Chen (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Henri Burgers (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point

Course Design
Students will be required to complete 192 credit points from the Bachelor of Games and Interactive Entertainment; and 192 credit points from the Bachelor of Business course.

Business Component: Students must complete the 96 credit point Business School Core Units in the Business program together with a 96 credit point minor.

Students will undertake the two components of the double degree concurrently.

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

Find out more about the Cooperative Education Program.

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

Find out more on deferment.

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

Unit Incompatibility/Translation Information
Details on the translation and incompatibility of old and new units is located here: Undergraduate Translation Table
If you have completed the unit(s) listed under the “Translation Unit Codes” column you are not permitted to enrol in the listed new code.

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

Further Information
For further information about this course, please contact the following:

Science and Technology Coordinator
Michael Docherty
Phone: +61 7 3138 2782
Email: enquiry.scitech@qut.edu.au
### Bachelor of Business (Study Area A)/ Bachelor of Games and Interactive Entertainment (Study Area A)

#### Year 1, Semester 1
- **Business School Core Unit - See Appendix 1**
- **INB180** Computer Games Studies
- **INB182** Introducing Design

#### Year 1, Semester 2
- **Business School Core Unit - See Appendix 1**
- **INB181** Introduction to Games Production
- **INB104** Building IT Systems

#### Year 2, Semester 1
- **Business School Core Unit - See Appendix 1**
- **INB103** Industry Insights
- **Games & Interactive Entertain Major Unit**

#### Year 2, Semester 2
- **Business School Core Unit - See Appendix 1**
- **Games & Interactive Entertain Major Unit**

#### Year 3, Semester 1
- **Business School Major Unit - See Appendix 1**
- **Games & Interactive Entertain Major Unit**

#### Year 3, Semester 2
- **Business School Major Unit - See Appendix 1**
- **Games & Interactive Entertainment Major Unit**

#### Year 4, Semester 1
- **Business School Major Unit - See Appendix 1**
- **Games & Interactive Entertainment Major Unit**

### Bachelor of Games & Interactive Entertainment Majors

#### Course structure (Block B) 2011

**Animation**
- Select 8 units from:
  - KIB105 Animation and Motion Graphics
  - KIB108 Animation History and Practices
  - KVB105 Drawing for Design
  - KVB106 Drawing for Animation
  - KIB220 Animation Production
  - KIB203 Introduction to 3D Computer Graphics
  - KIB221 Animation: CG Toolkit
  - KIB225 Character Development, Conceptual Design and Animation Layout
  - KIB316 Virtual Environments
  - KIB325 Real-Time 3D Computer Graphics

**Digital Media**
- KIB101 Visual Communication
- KIB102 Visual Interactions
- INB345 Mobile Devices
- INB386 Advanced Multimedia Systems
- KIB309 Embodied Interactions
- KIB230 Interface and Information Design
- INB385 Multimedia Systems
- KIB314 Tangible Media

**Game Design**
- INB280 Fundamentals of Game Design
- INB272 Interaction Design
- KIB201 Concept Development for Game Design and Interactive Media
- KIB202 Enabling Immersion
- INB282 Games Level Design
- INB281 Advanced Game Design
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<tr>
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<tr>
<td>DEB103</td>
<td>Visualisation 1</td>
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<tr>
<td>KIB214</td>
<td>Design for Interactive Media</td>
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**Software Technologies**

* Requirements for this Major is a SA or better in Queensland Maths B (or equivalent)

<table>
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<tr>
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<td>MAB281</td>
<td>Mathematics for Computer Graphics</td>
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<td>INB210</td>
<td>Databases</td>
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<td>INB250</td>
<td>Computer Architectures and Systems</td>
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<tr>
<td>INB370</td>
<td>Software Development</td>
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<tr>
<td>INB371</td>
<td>Data Structures and Algorithms</td>
</tr>
<tr>
<td>INB381</td>
<td>Modelling and Animation Techniques</td>
</tr>
<tr>
<td>INB382</td>
<td>Real Time Rendering Techniques</td>
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<td>OR</td>
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<tr>
<td>INB383</td>
<td>AI for Games</td>
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**Accountancy Major**

**Year 1 Semester 1**

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<td>BSB115</td>
<td>Management</td>
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**Year 1 Semester 2**

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<td>BSB123</td>
<td>Data Analysis</td>
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<tr>
<td>BSB126</td>
<td>Marketing</td>
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**Year 2 Semester 1**

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<td>BSB111</td>
<td>Business Law and Ethics</td>
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<tr>
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<td>Economics</td>
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**Year 2 Semester 2**

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<td>AMB225</td>
<td>Management Accounting</td>
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**Year 3 Semester 1**

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<tr>
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<td>AYB221</td>
<td>Computerised Accounting Systems</td>
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**Year 3 Semester 2**

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<td>Taxation Law</td>
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<tr>
<td>AYB340</td>
<td>Company Accounting</td>
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**Year 4 Semester 1**

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<tbody>
<tr>
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<td>Corporations Law</td>
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<tr>
<td>AYB321</td>
<td>Strategic Management Accounting</td>
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**Year 4 Semester 2**

<table>
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<tbody>
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<td>Audit and Assurance</td>
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<tr>
<td>AYB311</td>
<td>Financial Accounting Issues</td>
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**Advertising Major**

**Year 1 Semester 1**

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

**Year 1 Semester 2**

<table>
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<th>Course Code</th>
<th>Course Title</th>
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<tbody>
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<td>BSB110</td>
<td>Accounting</td>
</tr>
<tr>
<td>BSB115</td>
<td>Management</td>
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**Year 2 Semester 1**

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<tbody>
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<td>BSB124</td>
<td>Working in Business</td>
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<tr>
<td>BSB119</td>
<td>Global Business</td>
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**Year 2 Semester 2**

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<tr>
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<td>Consumer Behaviour</td>
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<td>Advertising Theory and Practice</td>
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**Year 3 Semester 1**

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<th>Course Code</th>
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<td>Marketing and Audience Research</td>
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<td>Business Law and Ethics</td>
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**Year 3 Semester 2**

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<tr>
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<td>Advertising Copywriting</td>
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<td>Media Planning</td>
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**Year 4 Semester 1**

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**Year 4 Semester 2**

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**Economics Major**

**Year 1 Semester 1**

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**Year 1 Semester 2**

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<td>BSB124</td>
<td>Working in Business</td>
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<tr>
<td>BSB123</td>
<td>Data Analysis</td>
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### Year 2 Semester 1
- BSB110  Accounting
- BSB111  Business Law and Ethics

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

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

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

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

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

**Choice Units**

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

### Important Information

Please: BSB119 and BSB126 are the remaining Business School Core Units to be completed. Please check for unit availability when selecting Choice units.

### Finance Major

#### Year 1 Semester 1
- BSB113  Economics

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

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

#### Year 2 Semester 2
- BSB124  Working in Business
- BSB126  Marketing

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

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

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

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

### Human Resources Management Major

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

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

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

#### Year 2 Semester 2
- BSB123  Data Analysis
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<tr>
<th>Year 3 Semester 1</th>
<th>MGB207</th>
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<td>MGB370</td>
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<td>Economics</td>
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<td>Year 3 Semester 1</td>
<td>MGB225</td>
<td>Intercultural Communication and Negotiation Skills</td>
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<td>AYB227</td>
<td>International Accounting</td>
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<td>Year 3 Semester 2</td>
<td>AMB210</td>
<td>Importing and Exporting</td>
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<td>Finance for International Business</td>
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<td>Year 4 Semester 1</td>
<td>AMB303</td>
<td>International Logistics</td>
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<td>Year 4 Semester 2</td>
<td>AMB336</td>
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UNIT SYNOPSIS

AMB200 CONSUMER BEHAVIOUR
This unit provides students with the fundamental theories and models to develop a sound understanding of consumers, their needs, and behaviours. It provides a detailed examination of the consumer decision process and the internal and external influences on this core decision process. The unit also assists students in applying this knowledge to the development, implementation and evaluation of marketing activities within an organisation.

Prerequisites: BSB126 or CTB126 or BSB116 or BSB117
Antirequisites: MIB204
Equivalents: AMX200, CTB200
Credit points: 12  Contact hours: 3 per week
Campus: Gardens Point  Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

AMB201 MARKETING AND AUDIENCE RESEARCH
This unit provides an introduction to the conduct and evaluation of marketing and audience research across the disciplines of advertising, marketing and public relations. Class members explore how field studies, survey and experimental research are employed to support advertising, marketing and public relations information needs. The unit provides an overview of research process, research design, methods of data collection and analysis, and the development of research proposals to support decision-
making. Class members also explore issues related to research on media audiences, research ethics, and the management of client briefings.

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

**Antirequisites:** MIB305, MGB220, COB334

**Equivalents:** AMX201, CTB201

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

**AMB202 INTEGRATED MARKETING COMMUNICATION**  
In past decades many organisations separated the different forms of marketing communication that convey their corporate and marketing messages. They developed separate plans for their advertising, public relations, direct marketing, personal selling and sales promotion with separate goals, objectives, strategies and budgets. Today many companies recognise the concept of integrated marketing communication which integrates these different functions along with other aspects of the marketing mix that communicate with stakeholders and customers. Integrated marketing communication requires a 'total' approach to planning marketing communication programs and coordinating communication strategies in support of overall brand and product/service marketing objectives.

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

**Antirequisites:** COB207, MIB309  

**Equivalents:** AMX202

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

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

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

**Prerequisites:** BSB119 or CTB119  

**Equivalents:** AMX210, IBB210

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

**AMB220 ADVERTISING THEORY AND PRACTICE**  
This unit serves as an introduction to later units in the advertising major and gives learners an overview of the advertising industry and the management of the advertising function. The unit traverses the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience ratings and circulation figures, and enables learners to gain a preliminary understanding of the creative functions of the advertising industry. It also shows the ethical and legal side of advertising and its important role in society and the economy.

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

**Antirequisites:** COB308  

**Equivalents:** AMX220

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

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

**Prerequisites:** BSB126 or CTB126  

**Antirequisites:** COB308  

**Equivalents:** AMX220, CTB240

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

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**  
This unit introduces students to the theory and practice of public relations, the discipline that deals with the creation, maintenance, and enhancement of relationships between organisations and their publics. Topics covered include publicity, events, and public opinion. This unit may be taken concurrently with AMB264 Public Relations Techniques especially by students undertaking a public relations major. However, it may also be taken by those students doing a separate plans for their advertising, public relations, direct 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:** AMB260, AMX263  

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

**AMB264 PUBLIC RELATIONS TECHNIQUES**  
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations.
especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.

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

**Antirequisites:** AMB261, AMB262  **Equivalents:** AMX264

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

### AMB303 INTERNATIONAL LOGISTICS
This unit examines international logistics through the concepts of international distribution channels and international supply chain management. Strategy in managing international logistical constraints is emphasised with practical studies of contemporary international supply chain management in international industries. Traditional costs and financial aspects of supply chain management are considered. Contemporary issues are incorporated including: the impact of e-business on international logistics; the evolution of new technologies for 'smart' packaging, warehousing and international stock control; the combination of international services with goods products; recent technological developments in international transportation and product quality control.

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

### AMB318 ADVERTISING COPYWRITING
There are two parts to any copywriting process the thinking and the writing. In the first part, students learn to solve advertising problems through an understanding of the prospect and the product and the formulation of incisive creative strategy. In the second part, creative thinking techniques are applied and advertising concepts emerge from the creative strategy. Students’ thinking and writing skills are refined in weekly workshops and culminate in a group project.

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

### AMB319 MEDIA PLANNING
This unit introduces the qualitative and quantitative factors affecting media selection and use by advertisers. It covers the costing and scheduling of media, market targeting, measuring media exposure, media comparisons and trends. In-depth analysis of advertising media will allow learners to develop an understanding of the characteristics of each. The application of the concepts of media decision making, media strategy and research to the development of a media plan are emphasised.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  **Equivalents:** AMB241, AMX335  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

### AMB320 ADVERTISING MANAGEMENT
This unit takes the perspective of the Advertising Manager and addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.

**Prerequisites:** (AMB318 or AMB221) and (AMB319 or AMB222)  **Equivalents:** AMX320  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

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

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

### AMB335 E-MARKETING STRATEGIES
E-Business and mobile commerce technologies have emerged as defining technologies for companies in the 21st century. This unit focuses on e-marketing applications and strategies and the marketer's role in developing solutions that integrate new and old economies. Drawing on their knowledge of marketing principles, students will examine the diverse applications of technology in product and service design; product distribution/service delivery and logistics; promotional strategies and other marketing components. The unit also explores the role of emerging electronic models and the use of e-marketing strategies to achieve global competitive advantage.

**Prerequisites:** AMB240 or CTB240, and AMB201 or CTB201  **Equivalents:** AMB241, AMX335  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2011 SEM-1 and 2011 SEM-2

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

AMB336 INTERNATIONAL MARKETING
The aim of this unit is to provide students with a thorough understanding of the multiplicity of issues that impact on the development of international marketing strategies and plans and their operational implementation. The unit is highly applied and provides students with the following opportunities: to analyse global international firms, their marketing strategies and various international marketing issues in a variety of geographic and industry contexts; to evaluate methodologies and new practices for handling problems and issues typical of global and international markets and competition; to develop an operationally sound international marketing plan.

Prerequisites: AMB240, CTB240, AMB210, or IBB210  
Equivalents: AMX336, IBB213  
Credit points: 12

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

AMB339 ADVERTISING CAMPAIGNS
This capstone advertising unit draws from all the theoretical, analytical, and applied material developed throughout the advertising major, and applies it to a client brief. Learners develop advertising solutions that incorporate all aspects of an advertising campaign, including objectives, budgeting, message development, message delivery, and measurement. The key emphasis is on the use of research to develop sound advertising strategy, which is then executed as creative and media ideas and evaluated through ongoing benchmarks.

Prerequisites: AMB320 and AMB330  
Equivalents: AMB321, AMX339  
Credit points: 12

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

AMB340 SERVICES MARKETING
This unit explores the special characteristics of services that distinguish the marketing of services from goods. Topics include: the distinctive aspects of consumer decision-making relative to services and the implications for marketing strategy formation; the management of demand and supply; customer services and its influence on service satisfaction; service quality management and measurement; internationalisation of the service sector and distribution modes for services that reflect the significant impacts of new technologies on service delivery.

Prerequisites: AMB240 or CTB240, and AMB201 or CTB201  
Antirequisites: MIB311  
Equivalents: AMX340, CTB340  
Credit points: 12  
Contact hours: 3

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

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

Prerequisites: AMB340, and AMB335 or AMB241  
Equivalents: AMB341, AMX359  
Credit points: 12

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

AMB369 INTERNATIONAL BUSINESS STRATEGY
‘This unit focuses on the definition and implementation of corporate strategy for worldwide operations. As the capstone unit in the International Business major, it is designed to build upon the knowledge base of previous units, introducing you to the strategic management of firms, and engage you in the strategic choices which international managers face in the international environment.’

Prerequisites: AMB336, AMB303, IBB303, or IBB213  
Equivalents: AMX369, IBB300  
Credit points: 12

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

AMB372 PUBLIC RELATIONS PLANNING
This unit introduces students to the public relations planning process. Students build skills in planning by analysing the components, execution and evaluation of contemporary public relations campaigns. The public relations planning process, partnered with theoretical concepts and ethical considerations, is examined across practice contexts and areas.

Prerequisites: ((AMB263 or AMB260) and AMB264)) or (AMB261 and AMB262)  
Equivalents: AMX372  
Credit points: 12

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

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

**AMB374 GLOBAL PUBLIC RELATIONS CASES**

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

**AMB375 PUBLIC RELATIONS MANAGEMENT**

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

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

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

**AYB200 FINANCIAL ACCOUNTING**

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

**AYB219 TAXATION LAW**

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

**AYB221 COMPUTERISED ACCOUNTING SYSTEMS**

This unit provides an examination of the concepts, processes and issues relevant to computerised accounting systems including: accounting information systems; internal controls; design and development of computerised accounting systems including general ledger and reporting cycle, revenue cycle, expenditure cycle and payroll cycle; computer fraud, security and crime; accessing accounting information; and accounting in an electronic environment. Practical application of these concepts is enhanced by the use of accounting software such as MYOB, spreadsheet software such as Excel, database software such as Access, and interactive multimedia software such as Accounting Information Systems Cycles.  
Prerequisites: BSB110 or CTB110  
Antirequisites: AYN443  
Equivalents: AYX221  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2

**AYB225 MANAGEMENT ACCOUNTING**

This unit introduces students to accounting systems and techniques that provide management at all levels with information for use in planning, controlling and decision making. This can be contrasted with financial accounting, which provides summary financial information principally for external users (ie shareholders, creditors, banks, etc). Emphasis is placed on developing a range of accounting systems (in particular product costing) which may be used in manufacturing firms, although the principles and concepts used to develop such systems can be adapted to service organisations.  
Prerequisites: BSB110 or CTB110  
Equivalents: AYX225  
Credit points: 12  
Contact hours: 3 per week  
Campus: Gardens Point  
Teaching period: 2011 SEM-1 and 2011 SEM-2
AYB227 INTERNATIONAL ACCOUNTING

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

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

AYB230 CORPORATIONS LAW

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

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

AYB301 AUDIT AND ASSURANCE

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

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

AYB311 FINANCIAL ACCOUNTING ISSUES

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

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

AYB321 STRATEGIC MANAGEMENT ACCOUNTING

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

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

AYB340 COMPANY ACCOUNTING

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

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

BSB110 ACCOUNTING

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

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

**BSB111 BUSINESS LAW AND ETHICS**

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

**Antirequisites:** AYB120, LWS009, LWB145  
**Equivalents:** BSX111, CTB111  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**BSB113 ECONOMICS**

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

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

**BSB115 MANAGEMENT**

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

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

**BSB119 GLOBAL BUSINESS**

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

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

**BSB123 DATA ANALYSIS**

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

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

**BSB124 WORKING IN BUSINESS**

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

**Antirequisites:** BSB114, CTB114, HHB113, BSD124  
**Equivalents:** BSX124  
**Credit points:** 12  
**Campus:**
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.
Prerequisites: (BSB119 or CTB119) or BSB116, and EFX210
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

DEB103 VISUALISATION 1
Designers work in three dimensions and thus employ a variety of tools to think about and communicate three-dimensional ideas. This unit introduces you to the skills and techniques you'll need to support this design visualisation with a focus on analogue media, drawing skills and simple model making. Some of them are common to all the disciplines in the course while others are specific to one or more disciplines of architecture, industrial design, interior design and landscape architecture.
Credit points: 12
Contact hours: 4 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1

EFB201 FINANCIAL MARKETS
This unit introduces students to the institutional structure of global financial markets, and thereby complements the understanding of theoretical finance gained in either BSB122 or EFB210. Topics covered include the functions of financial markets, the banking and payments system, financial system deregulation, non-bank financial institutions, stock exchange operations, debt markets, foreign exchange markets and markets for financial derivatives.
Prerequisites: BSB113 or CTB113
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFB210 FINANCE 1
This unit covers the following topics: an introduction to the financial institutional framework; an introduction to debt and equity instruments; financial mathematics applied to the pricing of debt and equity securities; a firm's investment decision including Net Present Value (NPV) and Internal Rate of Return (IRR); introduction to risk and uncertainty using the Capital Asset Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) concept and risk management.
Prerequisites: BSB123 or BSB122 or MAB126 or (BSB110 and BSB113)
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE
This unit will provide students with the necessary background for advanced study in economics, econometrics and finance. It should also enable them to use basic mathematical and statistical techniques for economic and financial analysis and enable the confident and independent use of these skills. Students will be helped to understand the use of these techniques with reference to real world applications drawn from the fields of economics and finance.
Prerequisites: BSB122 or CTB122, or BSB123 or MAB101 or MAB233
Antirequisites: EFB101
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SEM-2

EFX222 QUANTITATIVE METHODS FOR ECONOMICS
This unit introduces students to the way international operations and performance of foreign affiliates; operations exposure to regulatory risk of tax; investment and competition policy changes; country risk assessment and managing country risk exposure.
Prerequisites: (BSB119 or CTB119) or BSB116, and
(BSB113 or CTB113) or (BSB122 or CTB122)

Antirequisites: EFB312, MIB202  Equivalents: EFX240, IBB202  Credit points: 12  Campus: Gardens Point  
Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

EFB307 FINANCE 2

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

EFB312 INTERNATIONAL FINANCE

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

EFB330 INTERMEDIATE MACROECONOMICS

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

EFB331 INTERMEDIATE MICROECONOMICS

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

EFB332 APPLIED BEHAVIOURAL ECONOMICS

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

EFB333 INTRODUCTORY ECONOMETRICS

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

EFB334 ENVIRONMENTAL ECONOMICS AND POLICY

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

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

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

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

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
EFB338 is a unit designed to summarize your studies in economics. The unit comprises usually of three or more topics of current research in economics. The topics cover micro and macro economics, trends in current theoretical, empirical and economic policy research. The unit is designed to develop your ability to summarise, evaluate and criticise research findings as well as to introduce you to how research in economics evolves to allow you to keep up with the progress made in economics after your degree.
Prerequisites: EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211 
Assumed knowledge: This unit is the capstone unit for the Economics primary major and is designed to be completed in the final year of study. 
Equivalents: EFB329, EFX338 
Credit points: 12 
Campus: Gardens Point 
Teaching period: 2011 SEM-2

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

INB103 INDUSTRY INSIGHTS
This unit aims to develop your awareness of the career possibilities in the ICT industry and to equip you with some of the essential skills required of an ICT professional. The unit helps you to derive a roadmap for your career; to enable you to identify the qualities, skills and interests you need to possess, to plan your career path. The unit will also introduce you the inter-disciplinary nature of ICT careers.
Equivalents: ITB002 
Credit points: 12 
Contact hours: 3 per week 
Campus: Gardens Point 
Teaching period: 2011 SEM-1 and 2011 SEM-2

INB104 BUILDING IT SYSTEMS
Today's modern integrated technology is built on IT systems which run in a range of contexts (e.g. mobile computing, robotics, and web-based systems) using a range of technological solutions such as programming and scripting, databases, web development and network programming. This unit is an integrated introduction to information technology designed to engage, inspire and inform and will demonstrate the important role that technical system design and development plays in achieving robust operation of a large variety of technological solutions. This unit will give you substantial hands-on, practical learning experiences and will motivate you through engagement in the creative, explorative and meaningful development of technological artefacts that operate in real world contexts.
Equivalents: ITB001 
Credit points: 12 
Contact hours: 3 per week 
Campus: Gardens Point 
Teaching period:
2011 SEM-1 and 2011 SEM-2

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

Antirequisites: INN180, ITB750    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1

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

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

INB182 INTRODUCING DESIGN
Please note: this unit is only available to BGIE (Bachelor of Games and Interactive Entertainment) students. The act of designing is a common link between many disciplines such as game design, software design, animation and character design, architecture, industrial design, etc. This unit offers a broad and generic introduction to the act of designing in a discipline context free environment.

This unit is designed to expose you to a range of experiences not possible within the confines of the usual university routine. It also calls upon you to exert physical and mental efforts that may be different in degree and nature to your usual coursework. Through these opportunities this unit seeks to introduce you to the ways of thinking like a designer.

Antirequisites: DEB101    Credit points: 12    Contact hours: 4 per week    Campus: Gardens Point    Teaching period: 2011 SEM-1

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

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

INB270 PROGRAMMING
This unit aims to give you a positive introduction to the skills required in solving computational problems and implementing solutions in a programming or scripting language. Although some theoretical aspects of computer programming are introduced briefly, the overall emphasis of the unit is programming practice. The unit emphasises generic programming concepts and related problem-solving strategies. The skills you learn in this unit will be applicable to a wide variety of commonly-used, industrially-significant programming and scripting languages.

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

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    Antirequisites: ITB254    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point    Teaching period: 2011 SEM-2

INB280 FUNDAMENTALS OF GAME DESIGN
Modern games production is a complex process involving various businesses and organisations, working with budgets in the tens of millions. One of the roles within a game production team is that of the game designer. It is crucial that a game designer understands how to create a game world, the rules that govern game play and other high level design tasks. This subject provides an introduction to game design, by starting with high level conceptual design tasks and progressing to a wide variety of commonly-used, industrially-significant programming and scripting languages.

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

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

Prerequisites: INB280  Equivalents: ITB017  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1

INB282 GAMES LEVEL DESIGN
Prerequisites: INB281  Credit points: 12  Teaching period: 2011 SEM-1

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

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

INB379 GAME PROJECT DESIGN
INB379 BGIE Game Project Design (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: Completion of 144 credit points of study  Antirequisites: ITB009  Assumed knowledge: Completion of at least 144 credit points of IT04 units, including including all first year core units is assumed  Credit points: 12  Contact hours: 1 hour lecture - 2 hour supervisor meetings  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

INB380 GAMES PROJECT
This unit seeks to give you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial related project. The unit also aims to allow you to develop the critical professional skills of working within a cross-disciplinary team and, through implementation of your project, develop the understanding of the role of careful planning, scope control and task management in ensuring that the project is successful.

Prerequisites: INB379 or INB305  Antirequisites: ITB020  Assumed knowledge: Students undertaking this unit must be enrolled in the Bachelor of Games and Interactive Entertainment  Credit points: 24  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1 and 2011 SEM-2

INB381 MODELLING AND ANIMATION TECHNIQUES
The development of computer graphics tools is a significant application within the IT, Games and related industries, relying heavily on software engineering methodologies. These tools, such as CAD systems, 3D modelling systems and games engines, are used in such industries as advertising, engineering, manufacturing, simulation for education and training, computer games, film special effects, etc. Modelling techniques are intrinsic to a 3D graphics system, especially one used for real time animation. With increased CPU and GPU power, the ability to analyse algorithms for efficiency will also be introduced. In addition, you will acquire the necessary skills for you to use the tools available in common development environments, such as Microsoft Visual Studio.

Prerequisites: INB270 or ITB003  Antirequisites: ITB711, ITB702, INN371  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2011 SEM-1
to animate in real time is allowing more sophisticated interaction and the merger of games/simulation and film. The unit will provide you with the knowledge and skills to use an industry standard graphics API to implement graphics applications and to develop a basic real time animation system using an industry standard language.

**Prerequisites:** INB371 and MAB281  
**Equivalents:** ITB746  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**INB382 REAL TIME RENDERING TECHNIQUES**

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

**Prerequisites:** INB371, INB381 and MAB281  
**Antirequisites:** ITB648 and ITB649  
**Equivalents:** ITB747  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**INB383 AI FOR GAMES**

The aim of this unit is to provide students with an intermediate to advanced level course in computer game AI, involving algorithmic and utility-based approaches to solving a wide range of problems in the interactive entertainment and game industries. You will gain both practical and theoretical knowledge about a range of AI techniques applied in computer games. You will be able to identify and explain different types of AI agents, describe their algorithms using a pseudo code convention, identify and explain different structures and algorithms used to represent and solve a range of problems in computer game AI.

**Prerequisites:** INB371 or MAB281  
**Antirequisites:** INB304 completed in semester 1 2009  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**INB385 MULTIMEDIA SYSTEMS**

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

**Prerequisites:** INB103 or ITB002  
**Antirequisites:** ITB257  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-2

**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, standalone systems and installations will be included. It will endeavour to give you an in-depth understanding of interactive Multimedia Systems. You will be given the theoretical basis and practical skills to motivate you in the design and creation of a state-of-the-art system in this discipline. In the process it will encourage a professional team approach appropriate to the industry environment.

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

**KIB101 VISUAL COMMUNICATION**

Communication Design deals with visual communication and the creation of meaning through images. This unit will introduce you to the principles, production and presentation of visual design and communication.

**Equivalents:** KIB801  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and Caboolture  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

**KIB102 VISUAL INTERACTIONS**

This unit further develops interface design skills for communications technologies including design priorities, interaction, visual systems, refinement of concepts, project analysis and problem solving through presentation models.

**Prerequisites:** KIB101 or KIB801 or KPB101 or KPB150 or KPB155  
**Equivalents:** KIB802  
**Credit points:** 12  
**Contact hours:** 3.5 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIB105 ANIMATION AND MOTION GRAPHICS**

This unit provides an introduction to animation and motion graphics concepts and practices, with an emphasis on principles of design in motion

**Equivalents:** KIB804  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**KIB108 ANIMATION HISTORY AND PRACTICES**

The unit is an introductory examination of the development of animation. It addresses social, cultural, economic and
KIB201 CONCEPT DEVELOPMENT FOR GAME DESIGN AND INTERACTIVE MEDIA
This unit addresses theoretical issues associated with non-linear story structures and interactive narratives through the analysis of game structures, the creation of original game ideas and the application of techniques of information design to the structuring of non-narrative content. Addressing the creative and analytical roles of writers, conceptual designers and information designers in the context of interactive digital media and the Creative Industries.

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

KIB202 ENABLING IMMERSION
As creative practitioners within a highly networked technological society, it is important to develop a critical understanding of how the application of technology influences modes of communication, production processes and creative practices, particularly within the Creative Industries. This unit provides an introductory overview of the philosophies underlying applications of technology, and critically examines current applications in order to explore creative visions of future technology.

Prerequisites: KIB201
Equivalents: KIB814

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

KIB203 INTRODUCTION TO 3D COMPUTER GRAPHICS
The field of 3D computer graphics has grown from being a highly specialist field, supported by large film studios, into a vast and growing industry. Throughout film and television, scientific visualization, industrial and architectural design, physical modelling, animation and gaming; 3D visualisation has become a significant contributor to the construction of virtual worlds and the simulation of physical environments. This unit provides an introduction to the world of 3D graphics, paying particular attention to pre-production techniques, project management, 3D modelling techniques, and designing virtual environments. It establishes a foundation for advanced study in subsequent units on Real-time Computer Graphics and Virtual Environments. Theoretical understandings gained through lectures will be supplemented with technical skills in workshops, and applied to the production of 3D environments in design studios.

Credit points: 12
Contact hours: 6 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

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

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

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

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

Prerequisites: KIB105 and KVB106
Equivalents: KIB214

Credit points: 12
Contact hours: 6 per week
Campus: Kelvin Grove
Teaching period: 2011 SEM-1

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

Prerequisites: KIB105 or KIB804
Equivalents: KIB213

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

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

Prerequisites: KIB111 or KIB203 or KIB107 or (KIB105 and KIB108 and KVB106)
Equivalents: KIB106, KIB807
KIB230 INTERFACE AND INFORMATION DESIGN

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

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

KIB309 EMBODIED INTERACTIONS

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

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

KIB314 TANGIBLE MEDIA

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

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

KIB316 VIRTUAL ENVIRONMENTS

The field of 3D virtual environments, simulation, and visualization are used to produce sophisticated approaches to interaction design, social networking and game-play. This unit is designed to cater for both creative and technical practitioners. Extending the knowledge and skills developed in 3D Computer Graphics and Real-time environments, this unit develops an advanced understanding of virtual environments and 3D spaces. You will apply and extend principals of real-time modeling, texture acquisition for real-time environments, and interaction design in the 3D context. Students enrolled in this unit will work in project teams to produce a significant 3D interactive environment within the context of a design studio.

Prerequisites: KIB325  Equivalents: KIB310, KIB821  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-2

KIB325 REAL-TIME 3D COMPUTER GRAPHICS

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

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

KVB105 DRAWING FOR DESIGN

This is a studio based unit that introduces you to media, processes, strategies and traditions of drawing and associated imagery for use in animated media. The development of critical/reflective frameworks of traditional and contemporary practice underpins studio development.

Equivalents: KVB755  Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1

KVB106 DRAWING FOR ANIMATION

This unit develops individual knowledge, concepts and skills to enable you to articulate and present capabilities of motion through drawing for contemporary animation practices.

Equivalents: KVB756  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2011 SEM-1
MAB281 MATHEMATICS FOR COMPUTER GRAPHICS
Computer graphics is a rapidly growing field of the computer science industry. It has applications in computer games, virtual reality, CAD systems and geometric modelling. Fundamental to all of these applications is mathematics. Thus, to be a working professional in this area you will need a working knowledge of the basic mathematics and concepts that are central to this field. This unit is also ideal for non-specialists as it demonstrates some of the various fields of applications of mathematics in everyday life. The aim of this unit is to introduce you to the mathematics of computer graphics and relate this to the solutions of problems that arise in the many applications of computer graphics.

Assumed knowledge: Grade of at least Sound Achievement in Senior Mathematics B (or equivalent) or MAB105 is assumed knowledge. Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2011 SEM-2

MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS
This unit provides a broad overview of the role and functions of intercultural communication and negotiation skills in HRM and a practical introduction to the ways that work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the contributions of their work to business performance and quality of life. This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.

Prerequisites: BSB115 or CTB115 Antirequisites: MGB211, CTB211, MGB222, CTB232 Equivalents: MGX200 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB220 BUSINESS RESEARCH METHODS
The unit will develop your understanding of business research methods so that you can undertake research into workplace issues and problems as well as being able to critically analyse the appropriateness of research findings for the real world.

Prerequisites: BSB123 or BSB122 Antirequisites: AMB201, CTB201 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1

MGB223 ENTREPRENEURSHIP AND INNOVATION
This unit introduces students to the nature and characteristics of entrepreneurship and innovation and explores the inter-relationship between the two within contemporary economies from managerial perspective. Learning will be directed towards developing the theoretical and applied knowledge, skills, and attitudes that will support and enhance innovation and enterprise creation activity, through the development of a business plan. The unit is designed for those individuals interested in creating a new venture or working in industries as employees of venture owners or those that serve this sector. Students will have opportunity to build a comprehensive plan of their business concept.

Prerequisites: BSB115 or CTB115 Equivalents: CTB223, MGX223 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and Caboolture Teaching period: 2011 SEM-1 and 2011 SEM-2

MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS
The course develops students’ abilities to identify and resolve problems in cross-cultural communication or negotiation situations where cultural differences have created misunderstandings or undesirable or unexpected outcomes. It first explores the concept of ‘national culture’ by considering the work of major theorists of cultural value dimensions - from Hall to Schwartz. Students are encouraged to analyse communication/negotiation process issues in terms of these value dimensions and to practise managing the process of communication/negotiation to improve their outcomes.

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124

**Antirequisites:** MGB312

**Equivalents:** IBB205, MGX225

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2011 SEM-2

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**MGB309 STRATEGIC MANAGEMENT**

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232

**Antirequisites:** MIB314

**Equivalents:** MGX309

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

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

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**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232

**Antirequisites:** MGB334, CTB334, MGB212

**Equivalents:** MGX310

**Credit points:** 12

**Contact hours:** 3

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2011 SEM-2

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**MGB320 RECRUITMENT AND SELECTION**

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

**Prerequisites:** MGB339 or MGB221

**Equivalents:** MGX320

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-2

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**MGB324 MANAGING BUSINESS GROWTH**

This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner’s (general manager’s) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.

**Prerequisites:** MGB223

**Equivalents:** MGB218, MGX324

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point and Caboolture

**Teaching period:** 2011 SEM-1

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**MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS**

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

**Prerequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200

**Equivalents:** MGX331

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2011 SEM-1

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**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
MGB339 PERFORMANCE AND REWARD
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.
**Prerequisites:** MGB201, MGB207, or CTB207
**Equivalents:** MGB221, MGX339
**Credit points:** 12
**Contact hours:** 3
**Campus:** Gardens Point
**Teaching period:** 2011 SEM-1 and 2011 SEM-2

MGB340 INTERNATIONAL BUSINESS IN THE ASIA-PACIFIC
Australia is situated in the fastest growing region in the world - the Pan-Pacific rim. The aim of this unit is to meet the needs of future business professionals working internationally and particularly within the Pan-Pacific region, to understand the nature of this region's business environment.

**Prerequisites:** MGB225, IBB205, IBB217, or IBB208
**Antirequisites:** IBB317
**Equivalents:** MGX340
**Credit points:** 12
**Campus:** Gardens Point
**Teaching period:** 2011 SEM-2

MGB370 PERSONAL AND PROFESSIONAL DEVELOPMENT
This unit develops personal, interpersonal and team skills that distinguish outstanding human resource, management and other professionals. Recent literature has identified the need for professionals to acquire knowledge in the areas of self management and the management of others to contribute to organisational performance. To achieve this, Personal and Professional Development is positioned at the conclusion of the course to build upon concepts learned in introductory and intermediate units with a strong focus on the application of theory to practice.

**Prerequisites:** MGB331 and BSB124
**Equivalents:** MGB315, MGX370
**Credit points:** 12
**Contact hours:** 3
**Teaching period:** 2011 SEM-1 and 2011 SEM-2