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

Year offered: 2010
Admissions: Yes
CRICOS code: 063024D
Course duration (full-time): 4 years
Domestic fees (indicative): 2010: CSP $4,100 (indicative) per semester
International Fees (indicative): 2010: $10,500 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 419692
Past rank cut-off: 79
Past OP cut-off: 11
Assumed knowledge: English (4, SA) and Math A, B or C (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.student-services.qut.edu.au/apply/ug/info/knowledge.jsp
Course coordinator: Dr Peta Wyeth (Science and Technology); Dr Erica French (Business)
Discipline coordinator: Ms Ros Kent (Accountancy); Ms Gayle Kerr (Advertising); Dr Tommy Tang (Economics); Dr Anup Basu (Finance); Mr Greg Southey (Human Resource Management); Mr Michael Cox (International Business); Dr Kavoos Mohannak (Management); Mr Bill Proud (Marketing); and Ms Amisha Mehta (Public Relations)
Campus: Gardens Point

Course overview
In this double degree students complete the requirements for two separate degrees in four years. The course consists of units in both business and games and interactive entertainment. In the Business component students complete a set of core units to provide a broad-based introduction to business principles and a major from the list below. In the games and interactive entertainment component students complete core units in introductory design, games studies, professional skills and basic programming and then choose a major from the list below. In final year, students participate in a major group project to produce a significant piece of work using PC, mobile devices, consoles or virtual reality. Full time students can take part in the Cooperative Education Program, offering one year paid industry placement and credit towards their degree (subject to satisfying eligibility requirements).

Business Majors: accountancy; advertising; economics; finance; human resource management; international business management; marketing; and public relations.

Games and Interactive Entertainment: Animation and computational arts; digital media; game design; and software technologies.

Career Outcomes
Business graduates work in diverse roles in the private and public sectors in areas such as accountancy, advertising, banking and finance, economics, human resource management, international business, management, marketing and public relations.

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 Faculty Core Units in the Business program together with a 96 credit point minor.

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

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

Cooperative Education Program
The School of IT’s Cooperative Education Program gives you the opportunity of 10-12 months paid industry placement during your course where you can integrate real world 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.

Business graduates work in diverse roles in the private and public sectors in areas such as accountancy, advertising, banking and finance, economics, human resource management, international business, management, marketing and public relations.

Find out more about the Cooperative Education Program.

Deferment
QUT allows current Year 12 school leavers to defer their undergraduate admission offer for one year, or for six months if offered mid-year admission, except in courses using specific admission requirements such as questionnaires, folios, auditions, prior study or work experience.
Non-year 12 students may also request to defer their QTAC offer on the basis of demonstrated special circumstances.

Find out more on deferment.

**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.

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

**Science and Technology Coordinator**
Dr Peta Wyeth
Phone: +61 7 3138 2782
Email: enquiry.scitech@qut.edu.au

**Business Coordinator**
Phone: +61 7 3138 2050
Fax: +61 7 3138 1055
Email: bus@qut.edu.au

**Bachelor of Business (Study Area A)/ Bachelor of Games and Interactive Entertainment (Study Area A)**

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

**Year 1, Semester 2**
Business Faculty Core Unit - See Appendix 1
Business Faculty Core Unit - See Appendix 1
INB181 Introduction to Games Production
INB104 Building IT Systems
The ITB002 unit is currently under review; further information will be available in August 2009.

**Year 2, Semester 1**
Business Faculty Core Unit - See Appendix 1
Business Faculty Core Unit - See Appendix 1
INB103 Industry Insights

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

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

**Year 3, Semester 2**
Business Faculty Major Unit - See Appendix
Business Faculty Major Unit - See Appendix
Games & Interactive Entertain Major Unit
Games & Interactive Entertainment Major Unit

**Year 4, Semester 1**
Business Faculty Major Unit - See Appendix
Business Faculty Major Unit - See Appendix
Games & Interactive Entertain Major Unit
INB379 Game Project Design

**Year 4, Semester 2**
Business Faculty Major Unit - See Appendix
Business Faculty Major Unit - See Appendix
Games & Interactive Entertainment Major Unit
INB380 Games Project

**Bachelor of Games & Interactive Entertainment Majors**

**Course structure (Block B)**

**Animation**
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
KIB225 Character Development, Conceptual Design and Animation Layout
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
INB281  Advanced Game Design
KIB214  Design for Interactive Media
AND  Two units selected from the following:
DAB110  Architectural Design 1
DEB201  Digital Communication
DTB101  Interior Design 1
DNB101  Industrial Design 1

Software Technologies*
* Requirements for this Major is a SA or better in Queensland Maths B (or equivalent)
INB270  Programming
MAB281  Mathematics for Computer Graphics
INB210  Databases
INB250  Systems Architecture
INB370  Software Development
INB371  Data Structures and Algorithms
INB381  Modelling and Animation Techniques
INB382  Real Time Rendering Techniques
OR
INB383  AI for Games

Accountancy Major
Year 1 Semester 1
BSB110  Accounting
BSB115  Management

Year 1 Semester 2
BSB123  Data Analysis
BSB126  Marketing
Year 2 Semester 1
BSB111  Business Law and Ethics
BSB113  Economics

Year 2 Semester 2
AYB200  Financial Accounting
AYB225  Management Accounting

Year 3 Semester 1
EFB210  Finance 1
AYB221  Computerised Accounting Systems

Year 3 Semester 2
AYB219  Taxation Law
AYB340  Company Accounting

Year 4 Semester 1
AYB230  Corporations Law
AYB321  Strategic Management Accounting

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

Advertising Major
Year 1 Semester 1
BSB126  Marketing
BSB113  Economics

Year 1 Semester 2
BSB110  Accounting
BSB115  Management

Year 2 Semester 1
BSB124  Working in Business
BSB119  Global Business

Year 2 Semester 2
AMB200  Consumer Behaviour
AMB220  Advertising Theory and Practice

Year 3 Semester 1
AMB201  Marketing and Audience Research
BSB111  Business Law and Ethics
Year 3 Semester 2
AMB318 Advertising Copywriting
AMB319 Media Planning

Year 4 Semester 1
AMB320 Advertising Management
AMB330 Advertising Planning Portfolio

Year 4 Semester 2
AMB339 Advertising Campaigns
BSB123 Data Analysis

Economics Major
Year 1 Semester 1
BSB113 Economics
BSB115 Management

Year 1 Semester 2
BSB124 Working in Business
BSB123 Data Analysis

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 Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 1
Choice units or remaining Faculty Core Units
Choice units or remaining Faculty Core Units

Year 4 Semester 2
EFB338 Contemporary Application of Economic Theory
Choice units or remaining Faculty 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 Faculty Core Units to be completed. Please check for unit availability when selecting Choice units.

Finance 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
BSB119 Global Business
BSB123 Data Analysis

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
- BSB119  Global Business

Year 3 Semester 1
- MGB207  Human Resource Issues and Strategy
- MGB220  Business Research Methods

Year 3 Semester 2
- MGB200  Leading Organisations
- MGB201  Contemporary Employment Relations

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

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

International Business Major

Year 1 Semester 1
- BSB126  Marketing
- BSB119  Global Business

Year 1 Semester 2
- BSB110  Accounting
- BSB115  Management

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

Year 2 Semester 2
- BSB111  Business Law and Ethics
- BSB113  Economics

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

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

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

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

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
- BSB119  Global Business
- BSB123  Data Analysis

Year 3 Semester 1
- MGB210  Managing Operations
- MGB223  Entrepreneurship and Innovation

Year 3 Semester 2
- MGB200  Leading Organisations
- MGB225  Intercultural Communication and Negotiation Skills
### Year 4 Semester 1
- MGB309 Strategic Management
- MGB324 Managing Business Growth

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

### Marketing Major
#### Year 1 Semester 1
- BSB126 Marketing
- BSB113 Economics

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

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

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

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

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

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

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

### Public Relations Major
#### Year 1 Semester 1
- BSB119 Global Business
- BSB126 Marketing

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

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

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

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

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

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

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

### Potential Careers:
Account Executive, Accountant, Actuary, Administrator, Advertising Professional, Banker, Banking and Finance Professional, Business Analyst, Certified Practicing Accountant, Corporate Secretary, Economist, Financial Advisor/Analyst, Financial Project Manager, Government Officer, Human Resource Manager, Information Officer, International Business Specialist, Manager, Marketing Officer/Manager, Public Relations Officer/Consultant.

### UNIT SYNOPSES

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

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

**Antirequisites:** MIB204  **Equivalents:** CTB200  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**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:** CTB201  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**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, CTB126, BSB116, or BSB117

**Antirequisites:** COB207, MIB309  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 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.

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

**Prerequisites:** BSB119 or CTB119  **Equivalents:** IBB210  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 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  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB240 MARKETING PLANNING AND MANAGEMENT**

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

**Prerequisites:** BSB126 or CTB126  **Equivalents:** CTB240  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB263 INTRODUCTION TO PUBLIC RELATIONS**

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

**AMB264 PUBLIC RELATIONS TECHNIQUES**  
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.  
**Prerequisites**: BSB126, CTB126, BSB116, or BSB117  
**Antirequisites**: AMB261, AMB262  
**Credit points**: 12  
**Campus**: Gardens Point  
**Teaching period**: 2010 SEM-1 and 2010 SEM-2

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

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

**AMB320 ADVERTISING MANAGEMENT**  
This advanced unit builds on the theoretical perspectives and applied skills introduced to students in copywriting, media and advertising management. It explores important issues such as the contribution of research to the creation of advertising; the hierarchical development of strategy from marketing and IMC strategy through to advertising, media and creative strategy; the role of the strategic planner in advertising; the use of planning to deliver more effective advertising solutions. Using problem-based learning, students establish benchmarks to evaluate advertising, develop advertising briefs and devise strategies for on-time and on-budget process management.  
**Prerequisites**: AMB318 or AMB221, and AMB319 or AMB222  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Gardens Point  
**Teaching period**: 2010 SEM-1 and 2010 SEM-2

**AMB330 ADVERTISING PLANNING PORTFOLIO**  
This unit offers an introduction to the main tactics and techniques used in public relations. Topics covered include the development of message strategies as well as a specialised focus on the production of examples of a variety of written public relations genres such as brochures, speeches, and media releases. This unit may be taken concurrently with AMB263 Introduction to Public Relations especially by students undertaking a public relations major. However, it may also be taken by those students doing a public relations minor, or as a stand alone unit by those students in a wide variety of study disciplines who wish to improve and enhance their communication skills.  
**Prerequisites**: BSB126, CTB126, BSB116, or BSB117  
**Antirequisites**: AMB261, AMB262  
**Credit points**: 12  
**Campus**: Gardens Point  
**Teaching period**: 2010 SEM-1 and 2010 SEM-2

**AMB335 E-MARKETING STRATEGIES**  
This unit addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.  
**Prerequisites**: (AMB318 or AMB221) and (AMB319 or AMB222)  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Gardens Point  
**Teaching period**: 2010 SEM-1 and 2010 SEM-2

**AMB336 INTERNATIONAL MARKETING**  
This unit addresses the use of research in developing, implementing, managing, and assessing a successful advertising campaign. In Advertising Management, learners use the case method of learning to examine the advertising process from its place in the marketing mix to the formulation of objectives, strategy and budget to the development of creative and media tactics and their ongoing evaluation. In addition, issues that impinge upon the advertising campaign management process such as legal and ethical issues, globalisation and the client-agency relationship are discussed.  
**Prerequisites**: (AMB318 or AMB221) and (AMB319 or AMB222)  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Gardens Point  
**Teaching period**: 2010 SEM-1 and 2010 SEM-2

**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:** CTB340  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 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:** IBB300  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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)  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 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  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB375 PUBLIC RELATIONS MANAGEMENT**

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

**Prerequisites:** AMB372 and AMB373, or AMB360  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMB379 PUBLIC RELATIONS CAMPAIGNS**

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

**Prerequisites:** AMB374 or AMB370, and AMB201 or CTB201  
**Equivalents:** AMB361  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2
AYB200 FINANCIAL ACCOUNTING
Financial Accounting examines of the accounting concepts and procedures relevant to both partnership and corporate structures within the context of the accounting profession's conceptual framework and the relevant accounting standards and Corporations Law requirements. Topics include: the formation, operation, financial reporting and disclosure for both partnerships and companies; accounting for leases; and the professional role of accountants. The emphasis is on the effect of the different forms of ownership on the financial statements.
Prerequisites: BSB110 or CTB110
Equivalents: AYB121
Credit points: 12
Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

AYB219 TAXATION LAW
This unit introduces students to the statutory framework of the Australian taxation system. Elements in the determination of taxable income and the levy of income tax are examined including general and specific categories of assessable income and allowable deductions, capital gains tax and administration aspects of the tax system. The taxation of fringe benefits is also examined. The unit concludes with a brief overview of the taxation of partnerships, trusts and companies and the goods and services tax. Emphasis is placed on developing students' skills in problem solving through research and analysis of taxation issues.
Prerequisites: BSB111 or CTB111
Antirequisites: LWB364
Equivalents: AYB325
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SUM

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

AYB227 INTERNATIONAL ACCOUNTING
International Accounting is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. Issues examined include: comparative international accounting systems and practices; cultural influences on accounting; international financial reporting issues such as international business combinations, intangibles, foreign currency transactions and translation, comparative international analysis of financial statements; and global accounting issues in the twenty-first century. The unit also examines the impact of international harmonization of accounting standards on multinational corporations and the investment communities worldwide.
Prerequisites: BSB110 or CTB110, and BSB119 or CTB119
Credit points: 12
Teaching period: 2010 SEM-1

AYB230 CORPORATIONS LAW
The unit is intended to equip students with a basic understanding and knowledge relevant to the environment of legal entities, particularly corporations. It also seeks to provide students with sufficient basic understanding of the legal structure of business associations to enable them to recognise the appropriate structure for particular commercial situations.
Prerequisites: BSB111 or CTB111
Credit points: 12
Teaching period: 2010 SEM-1 and 2010 SEM-2

AYB301 AUDIT AND ASSURANCE
This unit enables students to comprehend the key concepts of auditing as a discipline, to demonstrate the relationship between auditing and the systems of accountability and to demonstrate the differences between manual and EDP audit processes. The unit builds on the knowledge of accounting and accounting standards acquired in prior units by enabling students to understand in detail the audit process (including professional auditing standards and techniques) which leads to the auditor providing an opinion on the financial reports of various types of entities. Ethics
and auditor’s liability are also covered. 

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

**AYB311 FINANCIAL ACCOUNTING ISSUES**

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

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

**AYB321 STRATEGIC MANAGEMENT ACCOUNTING**

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

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

**AYB340 COMPANY ACCOUNTING**

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

**Prerequisites:** AYB200 or AYB121  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**BSB110 ACCOUNTING**

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

**Antirequisites:** BSD110, CNB293, UDB342  
**Equivalents:** CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**BSB111 BUSINESS LAW AND ETHICS**

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

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

**BSB113 ECONOMICS**

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

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

**BSB115 MANAGEMENT**

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

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

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

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

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

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

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

**Antirequisites:** BSB114, CTB114, HBB113  **Credit points:** 12  **Campus:** Gardens Point and Caboolture  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

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

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

**DAB110 ARCHITECTURAL DESIGN 1**
This unit offers a broad introduction to the field of design as applied to architecture. It uses developmental exercises to enhance student perceptions of the built environment in a problem based learning environment. Analysis of the constructed environment leads to a number of design projects that engage with issues of context, tectonics, planning, form, and spatial quality. Orthogonal drawing techniques which will be used throughout their further studies in their chosen discipline.

**Prerequisites:** DEB103 or DLB130 or DNB101 or DTB101. DEB103 can be studied in the same teaching period as DAB110  **Equivalents:** ADB001  **Credit points:** 12  **Contact hours:** 4 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**DEB201 DIGITAL COMMUNICATION**
This unit introduces students to the foundational aspects of digital design communication, placing generic design in context and focusing on multidisciplinarity in the stages of the design process. This unit is an approach to the theory and practice of digital media, exploring the translation from manual to digital media in design communication and presentation.

**Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2
**DNB101 INDUSTRIAL DESIGN 1**
Industrial design revolves around the creation of products that satisfy human needs within the constraints of industrial and commercial production. This involves the manipulation of form with an understanding of structure, function, and beauty. Through projects students will be exposed to: basic design elements and principles; introduction to product visualisation techniques including concept sketching and marker rendering; design process and concept development; basic model making techniques; design presentation.

**Prerequisites:** DEB103 or DAB110 or DLAB130 or DTB101. DEB103 can be studied in the same teaching period as DAB110. 

**Equivalents:** ADB201  

**Credit points:** 12  

**Contact hours:** 4 per week  

**Campus:** Gardens Point  

**Teaching period:** 2010 SEM-1

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**DTB101 INTERIOR DESIGN 1**
This unit provides foundational material for the study of interior design. Students will be introduced to design theory, methodology and aesthetics. Design will be explored as an interpretive process. Topics covered in the context of projects for the unit include: The studio as a way of learning; Introductory design exercises exploring two and three dimensional elements as they relate to the interior design context; Freehand sketching, principles of perspective; Mechanical drawing, principles of scaled drawing; Presentation and visual communication skills; Environmental issues and sustainability.

**Prerequisites:** DEB103 or DAB110 or DLAB130 or DNB101. DEB103 can be studied in the same teaching period as DTB101. 

**Equivalents:** ADB101  

**Credit points:** 12  

**Contact hours:** 4 per week  

**Campus:** Gardens Point  

**Teaching period:** 2010 SEM-1

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

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**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 MBA126 or (BSB110 and BSB113)  

**Antirequisites:** EFB206  

**Credit points:** 12  

**Contact hours:** 3 per week  

**Campus:** Gardens Point  

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

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**EFB222 QUANTITATIVE METHODS FOR ECONOMICS AND FINANCE**

**Prerequisites:** BSB122 or CTB122, or BSB123 or MBA101 or MBA233  

**Antirequisites:** EFB101  

**Credit points:** 12  

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

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

**Prerequisites:** BSB113 or CTB113  

**Equivalents:** EFB102  

**Credit points:** 12  

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

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

**Prerequisites:** (BSB119 or CTB119) or BSB116, and (BSB113 or CTB113) or (BSB122 or CTB122)  

**Antirequisites:** EFB312, MIB202  

**Credit points:** 12  

**Campus:** Gardens Point  

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

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**EFB307 FINANCE 2**
This unit includes the following topics: the financing decision - capital structure, debt versus equity, lease versus debt, term structure versus default structure of interest rates; the
EFB307 INVESTMENTS
Prerequisites: EFB307  Antirequisites: EFB318
Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

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

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

EFB338 CONTEMPORARY APPLICATION OF ECONOMIC THEORY
This capstone unit reinforces and extends the economic theory introduced to students in the major, and applies it to a number of topical issues that lend themselves to critical analysis using economic principles. Both macroeconomic and microeconomic theories are used with the emphasis placed on usefulness of the theory in development of a framework which assists with decision-making and informs critiques of public policy. Some of the perspectives taken in studying these topics will include: their impacts on efficiency and on specific economic agents and institutions; the role, if any, of government in their resolution; and the economic instruments available to analysts by which to frame their detailed consideration.
Prerequisites: EFB222 or EFB101, EFB223 or EFB102, EFB330 or EFB202, and EFB331 or EFB211  Equivalents: EFB329  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

EFB340 FINANCE CAPSTONE
Prerequisites: EFB307 and EFB335. EFB335 can be enrolled in the same teaching period.  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

INB103 INDUSTRY INSIGHTS
This unit aims to develop your awareness of the career possibilities in the ICT industry and to equip you with some of the essential skills required of an ICT professional. The unit helps you to derive a roadmap for your career; to enable you to identify the qualities, skills and interests you need to possess, to plan your career path. The unit will also introduce you the inter-disciplinary nature of ICT careers.
Antirequisites: ITB002  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

Economics and finance graduates require some knowledge of econometrics to assist them in the application and testing of behavioural models and to provide quantitative forecasts for informed decision making. This unit aims to provide an introduction to a range of econometric techniques appropriate for students studying economics and finance. The unit will provide an understanding of some core underlying theoretical issues essential for competent econometric modelling and then introduce students to a set of techniques tailored specifically to the needs of economics and finance students.
Prerequisites: EFB222 or EFB101  Antirequisites: EFB200  Credit points: 12  Teaching period: 2010 SEM-1
period: 2010 SEM-1 and 2010 SEM-2

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

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

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: 2010 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: 2010 SEM-2

INB182 INTRODUCING DESIGN
TBA
Antirequisites: DEB101 Credit points: 12 Contact hours: 4 per week Campus: Gardens Point Teaching period: 2010 SEM-1

INB210 DATABASES
The aim of this unit is to help you develop your knowledge, understand a formal specification tool (ORM) for modelling information systems unambiguously and to apply this formal technique to conceptualise information systems found in many real world application domains.

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

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

Assumed knowledge: Basic familiarity with set theory (Venn diagrams and set operators), elementary algebra (polynomial and summation expressions, exponents and logarithms, etc) and simple probability concepts (permutations and combinations). Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

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

Prerequisites: INB104 or ENB246 Antirequisites: ITB003, ITB112, ITB411, INN270 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

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

Prerequisites: INB103 or INB181 Equivalents: ITB254 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2
INB280 FUNDAMENTALS OF GAME DESIGN
Modern games production is a complex process involving various businesses and organisations, working with budgets in the tens of millions. One of the roles within a game production team is that of the game designer. It is crucial that a game designer understands how to create a game world, the rules that govern game play and other high level design tasks. This subject provides an introduction to game design, by starting with high level conceptual design tasks before moving to more concrete tasks.

Prerequisites: INB180  Equivalents: ITB016, ITN016  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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: 2010 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: 2010 SEM-1

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

Prerequisites: INB270 or ITB003 or INN270  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

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

Prerequisites: INB270 or ITB003  Antirequisites: ITB711, ITB702, INN371  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 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.

Antirequisites: ITB009, INB305  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: 2010 SEM-1 and 2010 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: 2010 SEM-1 and 2010 SEM-2

INB381 MODELLING AND ANIMATION TECHNIQUES
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: 2010 SEM-1 and 2010 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: ITB649 and ITB649 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

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 MA8281 Antirequisites: INB304 completed in semester 1 2009 Credit points: 12 Contact hours: 4 per week Campus: Kelvin Grove Teaching period: 2010 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; analyze 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: Kelvin Grove Teaching period: 2010 SEM-1

INB386 ADVANCED MULTIMEDIA SYSTEMS
This advanced level unit will give you high level design and development skills in some of the current and emerging areas of the new media. Web delivered applications, stand-alone systems and installations will be included. It will endeavour to give you an in-depth understanding of interactive Multimedia Systems. You will be given the theoretical basis and practical skills to motivate you in the design and creation of a state-of-the-art system in this discipline. In the process it will encourage a professional team approach appropriate to the industry environment.

Prerequisites: INB385 (Special considerations may apply) Equivalents: ITB259, ITN259 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-2

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

KIB108 ANIMATION HISTORY AND PRACTICES
The unit is an introductory examination of the development of animation. It addresses social, cultural, economic and technological themes that have shaped notable practitioners and established animation as a significant medium for the expression of popular culture, artistic experiment and philosophical, social and political comment.
Equivalent: KIB825 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KIB201 CONCEPT DEVELOPMENT FOR GAME DESIGN AND INTERACTIVE MEDIA
This unit addresses theoretical issues associated with non-linear story structures and interactive narratives through the analysis of game structures, the creation of original game ideas and the application of techniques of information design to the structuring of non-narrative content. Addressing the creative and analytical roles of writers, conceptual designers and information designers in the context of interactive digital media and the Creative Industries.
Equivalent: KIB816 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KIB202 ENABLING IMMERSION
As creative practitioners within a highly networked technological society, it is important to develop a critical understanding of how the application of technology influences modes of communication, production processes and creative practices, particularly within the Creative Industries. This unit provides an introductory overview of the philosophies underlying applications of technology, and critically examines current applications in order to explore creative visions of future technology.
Prerequisites: KIB201 Equivalent: KIB814 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

KIB203 INTRODUCTION TO 3D COMPUTER GRAPHICS
The field of 3D computer graphics has grown from being a highly specialist field, supported by large film studios, into a vast and growing industry. Throughout film and television, scientific visualization, industrial and architectural design, physical modelling, animation and gaming; 3D visualisation has become a significant contributor to the construction of virtual worlds and the simulation of physical environments. This unit provides an introduction to the world of 3D graphics, paying particular attention to pre-production techniques, project management, 3D modelling techniques, and designing virtual environments. It establishes a foundation for advanced study in subsequent units on Real-time Computer Graphics and Virtual Environments. Theoretical understandings gained through lectures will be supplemented with technical skills in workshops, and applied to the production of 3D environments in design studios.
Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 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 Equivalent: KIB210 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 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 Credit points: 12 Contact hours: 6 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

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: KIB203 or KIB107 Equivalent: KIB106, KIB807 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

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

Prerequisites: KIB101 or KIB801  Equivalents: KIB211
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 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: KIB205 or INB385  Equivalents: KIB311
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 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: 2010 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: 2010 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: 2010 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: 2010 SEM-2

MAB281 MATHEMATICS FOR COMPUTER GRAPHICS
This unit introduces students to the mathematics involved in computer graphics, computer games and virtual reality. It is heavily reliant on analytic, Euclidean and projective geometries in 2D and 3D, elementary trigonometry, elementary linear algebra and elementary calculus. The unit will develop the mathematical concepts and where practicable show how these concepts are then applied in the field of computer graphics. Students must have completed four semesters of Senior Mathematics B with an exit level of Sound Achievement, or have passed MAB105 (or equivalent).

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: 2010 SEM-2

MGB200 LEADING ORGANISATIONS
This unit introduces you to a range of perspectives in understanding human behaviour and its context within organisation structures. The unit also enables you to
interpret, analyse, evaluate and explain conditions and consequences of work in organisations with a view to understanding and appreciating complex management issues in day to day experiences in business.

**MGB201 CONTEMPORARY EMPLOYMENT RELATIONS**
This unit will develop your skills in understanding the effects of both domestic and international legal environments relating to employment relationships. This is important for developing practical, workable business strategies and HRM interventions.

**Prerequisites:** BSB115 or CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB207 HUMAN RESOURCE ISSUES AND STRATEGY**
This unit provides a broad overview of the role and functions of human resource management (HRM) and explores the contribution of HRM to business performance and quality of work life. This unit gives you a foundation for professional practice in HRM and a practical introduction to the ways that organisations go about aligning the contributions of their people with business goals.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB207  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB210 MANAGING OPERATIONS**
This unit extends general management approaches to the production operations subsystems of service and manufacturing organisations. The unit focuses on the deployment of productive resources in order to maximise the added value of services and products. Issues of quality and efficiency are considered analytically in terms of broader strategies and constraints. It considers the opportunities that new technology brings to operational strategies in both manufacturing and service. Project management principles are considered in relation to resource deployment and continuous improvement.

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB234  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 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:** 2010 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  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

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

**Prerequisites:** BSB115, CTB115, BSB119 or BSB124  
**Antirequisites:** MGB312  
**Equivalents:** IBB205  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB309 STRATEGIC MANAGEMENT**
In this unit fundamental elements of strategy, which can be used in the decision making process, are placed in a framework that is developed within the particular context of Australia's economic development position. The emphasis is upon process and content issues that affect the strategic performance and positioning of the organisation. This involves creating an understanding of the universal building blocks of competitive advantage at the business, corporate and international levels. By understanding the nature and determinants of competitive and strategic advantages, students should enhance their professional competences to be able to take a more strategic and critical perspective.
and other professionals. Recent literature has identified the development requirements. The unit explores learning and knowledge to meet strategic organisational human resource management issues.

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: MIB314  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-1 and 2010 SEM-2

MGB320 RECRUITMENT AND SELECTION
This unit examines the most effective techniques for recruiting and selecting the best people for organisations, in the context of current pressures on attracting and keeping skilled, talented people in the workforce. Commonly used recruitment and selection techniques are covered, emphasising the validity and reliability of each technique, to enable the best strategies to be developed.

Prerequisites: MGB339 or MGB221  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Teaching period: 2010 SEM-2

MGB324 MANAGING BUSINESS GROWTH
This unit is designed to provide skills in the analysis, solutions and implementation of the general management issues that SME owners have to manage in their growing operations. The unit brings together the different functional aspects of managing an established SME and how they are best managed from the owner's (general manager's) point of view. It also provides opportunity to bring students into contact with real world SME owners and their venture management issues.

Prerequisites: MGB223  Equivalents: MGB218  Credit points: 12  Contact hours: 3  Teaching period: 2010 SEM-1

MGB331 LEARNING AND DEVELOPMENT IN ORGANISATIONS
This unit is designed to equip you with the skills and knowledge to meet strategic organisational human resource development requirements. The unit explores learning and development concepts and approaches and the role of learning and development as a strategic partner to management. You will learn how to design, implement and evaluate systems for learning in organisations as part of a strategic approach to human resource development.

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

MGB335 PROJECT MANAGEMENT
This unit develops knowledge in the areas relating to effective management of projects (as distinct processes). This knowledge is gained by focusing on the central issues of project selection, modelling, planning, control and evaluation. Case study projects are used throughout the unit and are mainly from the services industry sector. The unit seeks to develop the technical skills (tools and techniques) as well as the people (behavioural) skills needed for effective management of projects.

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

MGB339 PERFORMANCE AND REWARD
This unit will provide you with the basic competencies expected of HR practitioners in managing performance and reward/compensation systems, which are among the most important strategies used by organisations to support competitive advantage. Performance and Reward Management is a key functional area of HRM and it is imperative that you understand the strategic framework within which these decisions are made.

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

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

Prerequisites: MGB225, IBB205, IBB217, or IBB208  Antirequisites: IBB317  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-2

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

**Prerequisites:** MGB331 and BSB124  
**Equivalents:** MGB315  
**Credit points:** 12  
**Contact hours:** 3  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2