Bachelor of Health Science (Health Information Management, Health Services Management or Public Health) (HIM and HSM for continuing students only) (PU40)

Year offered: 2010
Admissions: No
CRICOS code: 022142D
Course duration (full-time): 3 Years
Domestic fees (indicative): 2010: CSP $3,180 (indicative) per semester
International Fees (indicative): 2010: $10,500 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 425372
Past rank cut-off: 74
Past OP cut-off: 13
OP Guarantee: Yes
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.studentservices.qut.edu.au/apply/ug/info/knowledge.jsp
Total credit points: 288
Standard credit points per full-time semester: 48
Course coordinator: Mrs Melinda Service
Discipline coordinator: Health Information Management; Health Services Management: Jenny Nicol; Public Health: Dr Thomas Tenkate
Campus: Kelvin Grove

Course review
The Health Information Management and Health Services Management study areas are being discontinued and will not be available for commencing students from 2009.

Overview
Health Information Management
Health information management is a rapidly growing field combining elements of health, management and information technology. Health information managers plan and manage health information systems that collect, analyse, store and retrieve patient data. They perform a vital role in public health by ensuring clinical staff have an accurate, up-to-date health information system on which to base often critical decisions.

Public Health
Public health professionals are an essential part of any health-related organisation. Their primary aim is to promote the general health and wellness of a community or population through their work in the health care sector.

Majors
Three majors in the Bachelor of Health Science - Health Information Management, Health Services Management and Public Health - have a common first year. Students are able to choose one of these majors in their second year.

Why choose this course?
Health Information Management
Health information management is a rapidly growing field combining elements of health, management and information technology. Health information managers plan and manage health information systems that collect, analyse, store and retrieve patient data. They perform a vital role in public health by ensuring clinical staff have an accurate, up-to-date health information system on which to base often critical decisions.

If you are interested in working in a managerial role liaising constantly with medical nursing and administrative staff, other health professions and the public, then health information management may be the field for you. QUT’s Bachelor of Health Science (Health Information Management) is the only course of its kind offered in Queensland and one of only four in Australia.

Health Services Management
The Bachelor of Health Science (Health Services Management) is designed for people who want to join the health care industry in an administrative or managerial capacity. It is also a valuable qualification for people already working in the health industry to upgrade their management knowledge and skills. This course is the only one of its kind offered in Queensland and is one of only a few in Australia. It prepares graduates with an understanding of business principles as well as policy and planning, project management, and computing. The course is flexible and allows options for elective study areas to meet individual interests. You will have the opportunity to do project work, facilitated by lecturers with strong industry links. The mentor program matches final-year students with senior staff in the health industry providing you with excellent networking and
Public Health
If you have a desire to enhance people’s lives through improved health care, then a career in public health may be for you. QUT has the longest running undergraduate public health course in Queensland. You will learn from experienced, expert staff with strong industry and international links. The three-year course will give you an understanding of public health, primary health care, community health and health promotion. You will also undertake a compulsory placement/practicum program to gain valuable professional experience and industry contacts.

Career Options

Health Information Management
Health information management practitioners work as health records administrators, clinical coders, information retrieval managers, human resource managers, health insurance workers, project officers and public health workers. Employment areas include public and private hospitals, community health centres, large group practices, government, health departments, research organisations, commercial companies, universities, and consulting firms. The rapid growth of the health information management field means graduates are in demand and enjoy high starting salaries, average $49,750, and excellent promotion opportunities (2005 QUT Graduate Destinations Survey).

Health Services Management
Employment prospects in this field are excellent; locally, nationally and internationally. The salaries for new graduates are among the highest for any professional group. Graduates work as health service or health administration managers or officers, project officers, health insurance workers, and human resource managers. Employment areas include public and private hospitals, Queensland Health, community health centres, group medical practices, nursing and dental services, universities and consulting firms.

Public Health
Public health practitioners work as community health officers, policy officers, program evaluators, public health promoters and educators, project officers and consultants. They work in both public and private sectors including state and federal health departments, population health units, community health centres, divisions of general practice, non-governmental health organisations, and international health agencies.

Professional Recognition

Health Information Management
Graduates of the Bachelor of Health Science (Health Information Management) are eligible for membership of the Health Information Management Association of Australia (HIMAA), the Clinical Coders Society of Australia (CCSA), and the Australian College of Health Service Executives (ACHSE).

Health Services Management
Graduates of the Bachelor of Health Science (Health Services Management) are eligible for membership of the Australian College of Health Service Executives (ACHSE).

Public Health
Graduates are eligible for membership of the Public Health Association of Australia (PHAA) and the Australian Health Promotion Association (AHPA).

Honours
Students who obtain high results throughout the course can study an additional one-year honours degree. Honours consists of a research component, which increases career opportunities and opens the way to further studies at PhD level.

Course design
The Health Information Management program has set units to be completed, that is, there are no opportunities to complete electives.

The Health Services Management program consists of a major in health services management, plus:
- a major in public health or
- two minors or
- one minor and four electives.

Minor/electives are available in the areas of:
- accounting and finance
- public health
- human resource management
- indigenous health
- international business
- management
- marketing
- gender issues
- science*
- general electives

The Public Health program consists of a major in public health plus the opportunity to select from one of the following minors/electives in the areas of:
- community nutrition
- indigenous health
- gender issues
- science*
- general studies in psychology
- counselling
- general electives

* Completion of the science minor is a prerequisite for entry into postgraduate courses, e.g. Graduate Diploma in Environmental Health.

**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.

**Further Information**

For more information about this course, please call the School of Public Health Student Centre on +617 3138 3368 or email sph.studentcentre@qut.edu.au

**Full-Time Course Structure - Health Information Management major**

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<thead>
<tr>
<th>Year 1, Semester 1</th>
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<tr>
<td>PUB104</td>
<td>Australian Health Care Systems</td>
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<td>BSB115</td>
<td>Management</td>
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<td>PUB208</td>
<td>Understanding Health Information</td>
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<td>PUB209</td>
<td>Health, Culture and Society</td>
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<td>PUB486</td>
<td>Ethics and the Law in Health Service Delivery</td>
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<th>Year 2, Semester 1</th>
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<td>LSB142</td>
<td>Human Anatomy and Physiology</td>
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<td>PUB220</td>
<td>Medical Terminology</td>
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<td>PUB326</td>
<td>Epidemiology</td>
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<td>PUB398</td>
<td>Health Information Services</td>
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<td>ITB002</td>
<td>IT Professional Studies</td>
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<td>PUB356</td>
<td>Clinical Classification</td>
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<td>PUB480</td>
<td>Health Administration Finance</td>
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<td>PUB490</td>
<td>Quality Management in Health</td>
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**Year 3, Semester 2**

| PUB380 | Casemix Management |
| PUB545 | Health Policy, Planning and Advocacy |
| PUB514 | Contract/Project Management |
| PUB558 | Medical Documentation and Abstraction for Classification |

**Full-Time Course Structure - Health Services Management major**

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| PUB490 | Quality Management in Health |

| Major 2 or Minor 1 |
| Major 2 or Minor 2 or Elective |

| Major 2 or Minor 1 |
| Major 2 or Minor 2 or Elective |
Major 2 or Minor 2 or Elective

Year 3, Semester 2
PUB609 Health Resource Allocation
PUB875 Professional Practice
Major 2 or Minor 1
Major 2 or Minor 2 or Elective

Full-Time Course Structure Public Health - Students who commenced in 2008 and before

Year 1, Semester 1
PUB104 Australian Health Care Systems
PUB251 Contemporary Public Health
LSB111 Understanding Disease Concepts
PYB012 Psychology

Year 1, Semester 2
BSB115 Management
PUB208 Understanding Health Information
PUB209 Health, Culture and Society
PUB486 Ethics and the Law in Health Service Delivery

Year 2, Semester 1
PUB332 Sustainable Environments For Health
PUB326 Epidemiology
PUB530 Health Education and Behaviour Change
Elective

Year 2, Semester 2
PUB201 Food and Nutrition
PUB436 Evidence Based Practice
Elective
Elective

Year 3, Semester 1
PUB514 Contract/Project Management
PUB545 Health Policy, Planning and Advocacy
PUB561 Statistical Methods in Health
PUB565 International Health

Year 3, Semester 2
PUB406 Health Promotion Practice
PUB461 Qualitative Inquiry in Public Health
PUB875 Professional Practice
Elective

Health Services Management Elective List

Minor Elective Information for the Health Services Management Major

The course structure for the Health Services Management major consists of:

a) a major in Health Services Management PLUS the opportunity to select from one of the following:

b) a major in Public Health (Major 2) comprised of 96cp including the following core units: PUB201, PUB329, PUB436, PUB461, PUB561, PUB565, PUB406, and one 12cp unit selected from the minor elective lists below.

OR

c) two minors (Minor 1 and Minor 2) each of which are comprised of 48cp selected from the minor elective lists below.

OR

d) one minor and four electives (Minor 1 and Electives) selected from the minor elective lists below. You must ensure that you satisfy all prerequisites and that only one of the four electives is at an introductory level.

Please note:

* A second major or a minor do not appear on course parchments or academic transcripts.

* To select a minor or elective from outside the recommended list below, you must seek approval from the Academic Affairs Officer.

* You may only select up to four minor elective units (48 credit points) from outside of the School of Public Health.

Indigenous Health

PUB406 Health Promotion Practice
PUB557 Health Needs of Indigenous Australians and Other Populations
PUB644 Health Promoting Schools

Public Health

PUB530 Health Education and Behaviour Change
PUB406 Health Promotion Practice
PUB436 Evidence Based Practice
PUB557 Health Needs of Indigenous Australians and Other Populations
PUB565 International Health

Gender Issues

PUB336 Women's Health
Health Unit prerequisites/corequisites

For information on prereqs & coreqs visit:
www.hlth.qut.edu.au/study/forcurrentstudents/

Potential Careers:
Biomedical Laboratory Officer, Biostatistician, Community Health Officer, Community Worker, Director of Health Programs and Services, Environmental Health Officer, Epidemiologist, Health Educator, Health Information Manager, Health Promotion Officer, Health Services Manager, Human Resource Manager, Information Officer, International Health Officer, Manager, Public Health Officer, Public Health Program Manager.

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

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, CTB126, BSB116, or BSB117

Antirequisites: MIB204

Equivalents: CTB200

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

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

AMB341 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.

**Prerequisite(s):** AMB240 or CTB240 or MIB217  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** MIB315, CTB341

**AYB121 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.

**Prerequisite(s):** BSB110 or CTB110  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

**AYB220 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.

**Prerequisite(s):** AYB121  
**Contact hours:** 3.5 per week  
**Campus:** Gardens Point

**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  
**Contact hours:** 3 per week  
**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

**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
BSB122 QUANTITATIVE ANALYSIS AND FINANCE

To maintain the competitiveness of, and add value to, an organisation, today’s managers have to make critical business and financial decisions. This unit is a preliminary study of the techniques for analysing business information, and will provide students with a framework for understanding the fundamentals of business and financial decision making. Topics include the following: the basic techniques of organising and analysing data; the application of probability and probability distributions; understanding a firm’s investing, financing and dividend decisions; and the three main ideas underpinning financial decisions (time value of money, diversification and arbitrage).

Contact hours: 3 per week  Campus: Gardens Point and Caboolture  Incompatible with: BSB117, CTB122

IBB300 INTERNATIONAL BUSINESS STRATEGY

This unit aims to develop student competencies in 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.

Prerequisite(s): BSB119 or CTB119 & BSB126 or CTB126; or BSB116 Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: MIB213

IBB217 ASIAN BUSINESS DEVELOPMENT

This unit gives students an understanding of the historical foundations of the development of business in East and South East Asia. Material presented includes the traditional economic and social institutions in Asia and their changing impact on business since East Asia’s integration into the international economy. Topics studied will include: the evolution of local firms and firm structures; the impact of western business and economic influences; local ideology and development policies; the rapid growth of Northeast Asia, the Asian NICs and ASEAN. The changing impact of the international economy upon business development within selected East Asian economies is a unifying theme of this unit.

Prerequisite(s): BSB119 or CTB119 or BSB116  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: MIB200

IBB208 EUROPEAN BUSINESS DEVELOPMENT

This unit focuses on the major factors involved in the development of European business practices, organisational structures and government/business relations. Topics covered will include: demographic change; agriculture; trade and colonisation; transport and communications; financial institutions and capital accumulation; intellectual and religious movements; economic theories; the role of government; war and revolution; industrialisation; big business; the Great Depression; social change. Various countries will be used as case studies to illustrate the topics.

Prerequisite(s): BSB119 or CTB119 or BSB116  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: MIB208

IBB213 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.

Prerequisite(s): IBB213 or IBB211 or IBB210 or 96 cp of approved study  Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: BSB300, MGB330

IBB308 CONTEMPORARY BUSINESS IN EUROPE

Building on the historical understandings established in the prerequisite unit, this unit analyses contemporary issues relevant to business in Europe. Areas of study include: the
growth of regional cooperation in Europe; business and regional cooperation; European Union policies and impacts; challenges of doing business in the emerging markets of Central and Eastern Europe. Case studies of contemporary business activities in Europe including entry to European markets will be used in the analysis.

**Prerequisite(s):** IBB208 or MIB208 or 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Credit points:** 12  
**Incompatible with:** MIB300

### IBB317 CONTEMPORARY BUSINESS IN ASIA

This unit gives students an understanding of the practical challenges of doing business in East Asia. It explains current cultural, social, institutional and regulatory factors that impact upon enterprises in Asia. The unit analyses business strategy, production and procurement, and distribution and marketing in select Asian markets. It addresses contemporary trends: market access; corporate governance; consumer demographics and tastes; the structure and competitiveness of local and foreign firms; integration of new business technologies; the rapid economic and legal reform taking place in East Asia.

**Prerequisite(s):** IBB217 or MIB200 or 96 credit points of approved study  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008 SEM-2  
**Incompatible with:** MIB317

### ITB002 IT PROFESSIONAL STUDIES

This unit aims to develop your professional skills and capabilities by providing theoretical and practical opportunities in the following areas: how IT teams operate, effective oral and written communication, team meetings and procedures, ethical and social responsibilities of the IT professional, information literacy and traits for life long learning. Demonstrable competency in these areas will be an expectation in subsequent units and will be developed further in them.

**Prerequisite(s):** Nil  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Teaching period:** 2008 SEM-1 and 2008 SEM-2  
**Incompatible with:** ITB116

### LSB111 UNDERSTANDING DISEASE CONCEPTS

This unit introduces the structure and function of the body, reviews the body systems and links those to mechanisms of disease. Systems and topics covered are: integumentary, skeletal, muscular, nervous, endocrine, blood, heart and circulation, lymphatic, immune, respiratory, digestive (including nutrition and metabolism), urinary, reproductive, concepts of growth and development, genetics. Examples of diseases introduced are: heart disease and hypertension, cancers (lung, breast, skin, colon, prostate, testicular, cervical), diabetes, depression, Parkinson's disease, asthma and chronic obstructive lung diseases.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

### LSB142 HUMAN ANATOMY AND PHYSIOLOGY

The aim of this unit is to provide grounding in the principles of human anatomy and physiology. Following an introduction to the structure of the cell and the organisation of tissues, each of the major systems that constitute the human body are examined by the integrated study of their anatomy and physiology.

**Antirequisites:** LSB131, LSB182, LSB258  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

### LWB240 PRINCIPLES OF EQUITY

The principles of Equity were originally developed to ameliorate the harshness of the common law and have since become a fundamental component of our legal system. A knowledge and understanding of the major principles of equity are necessary to an understanding of how the Australian legal system operates; it is therefore located early in the LLB degree. The aim of this unit is to provide a coherent knowledge and understanding of equitable principles within the context of the Australian legal system as well as developing skills relevant to ongoing learning and professional practice.

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

### 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

### 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

### MGB222 MANAGING ORGANISATIONS

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This unit develops an understanding of the organisation in both its internal and external environment and the demands of managing the organisation's resources and performance. It raises contemporary issues in management and their implications for competitive advantage, focusing on various organisational sub-systems including HR, technology, structure and design. This unit provides a foundation of knowledge for the management and HRM majors. In this unit there is a focus on strategy, leadership and internationalisation.

**Prerequisite(s):** BSB115 or CTB115

**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Incompatible with:** CTB232

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

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**MGB314 ORGANISATIONAL CONSULTING AND CHANGE**

Managing change is a fundamental skill required by prospective managers and professionals. This unit provides opportunities for students to develop a theory in practice orientation to consulting to individuals, groups, and organisations. Hence content theory and process theory is addressed. The focus of this unit is on human process issues and change. The unit examines a range of human process interventions designed to improve organisational effectiveness. Attention is also given to change strategies that are socially and culturally inclusive. Graduates of this unit should be able to be productive members of organisational change teams.

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

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**MGB334 MANAGING IN A CHANGING ENVIRONMENT**

This unit provides students with conceptual and analytic tools required for managing changing environments. The emphasis is on developing an understanding of the management competencies required for managing flexibility, innovation and change. The unit moves beyond a focus on 'dot.com companies' to examine how a range of organisations both small and large are engaging issues associated with an increasing emphasis on technology.

**Prerequisite(s):** BSB212 or MGB222 or CTB232 or 96 credit points of approved study  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Carseldine  
**Incompatible with:** BSB312, CTB334

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**PUB104 AUSTRALIAN HEALTH CARE SYSTEMS**

This is an important unit for students entering or planning to enter the health industry as it is designed to give a broad overview of systems of health care in Australia and their methods of operation. This unit introduces the role of health service managers as members of the health care team, the basic principles of health service management in health care facilities and beyond, and the functions of health service managers.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2010 SEM-1

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**PUB201 FOOD AND NUTRITION**

This unit includes the following: an introduction to the history of food and nutrition in Australia; the food system; the food supply; proteins, carbohydrates, fats, vitamins and minerals; food grouping systems; dietary guidelines; the recommended dietary intakes; nutrition through the life cycle; food and nutrition problems; nutrition as a public health issue; and international nutrition issues.

**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2010 SEM-2

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**PUB208 UNDERSTANDING HEALTH INFORMATION**

This aims to provide students with an understanding and appreciation of the diversity of health information resources available; the benefits of high-quality and standardised health information for positive health outcomes and the management of health services; and the various technology platforms available (including telecommunications and the internet). Students develop data organisation and management skills relevant to systems within the health industry context.

**Credit points:** 12  
**Teaching period:** 2010 SEM-2

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**PUB209 HEALTH, CULTURE AND SOCIETY**

This unit is concerned with the social and cultural dimensions of health and illness and how they relate to health status and patterns of behaviour. The unit introduces students to thinking about health from sociological and anthropological perspectives, drawing on relevant concepts and theory to examine selected public health issues. Identifying and addressing social and cultural factors that shape people's health experiences of health, illness and...
health systems are integral parts of public health practice in terms of reducing health inequalities, delivering appropriate services, and ultimately improving population health outcomes.

**PUB336 WOMEN'S HEALTH**
This unit explores the data and current health issues related to women's health and critically evaluates health related policies, systems and practices in terms of their impact on women's health, internationally and in Australia. The social, economic, cultural and political influences on women's health, and the specific needs of sub-populations of women are examined.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2010 SEM-2

**PUB220 MEDICAL TERMINOLOGY**
This unit explores the language of medicine and analyses medical terms into Latin and Greek word roots, prefixes, suffixes and combining forms. Medical terms which relate to specific body systems are defined, spelled and pronounced accurately. Common abbreviations and symbols used in medicine are identified. Abstracts from patient records are explained and interpreted in non-technical language.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove

**PUB251 CONTEMPORARY PUBLIC HEALTH**
This unit provides an introduction to the following: the philosophy and approach of public health; the traditional public health process; the multidisciplinary nature of public health; and health policy and its impact on public health. Recent reformulations of traditional public health approaches including health promotion, intersectoral action for health and healthy public policy are examined. The role of public health in Australia and overseas, its main discipline components and some of the constraints faced by public health is also addressed. This unit considers groups with special needs and contemporary issues.

**Antirequisites:** PUB106  
**Credit points:** 12  
**Contact hours:** 4 per week (KG and Ext Sem 1; KG Sem 2)  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**PUB326 EPIDEMIOLOGY**
Epidemiology is the core scientific method of public health. It is the study of the distribution of health and disease in the population and includes research into causes of disease and the effectiveness of public health programs. Epidemiological methods are used to generate the evidence base for clinicians, health promotion specialists, health educators, occupational and environmental health officers and health service managers.

**Antirequisites:** HLN710  
**Assumed knowledge:** Successful completion of 96cp is assumed prior knowledge  
**Credit points:** 12  
**Contact hours:** 3 per week (Ext PU40 Pub Hlth students only)  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2010 SEM-1

**PUB332 SUSTAINABLE ENVIRONMENTS FOR HEALTH**
This unit aims to provide students with an understanding of the potential brokerage of health information services their expertise may provide. In addition to coverage of hospital based information services, other processes and systems such as health terminologies and classifications, statistical reporting to health authorities, form design and management and information management in other settings (eg primary care, subacute and non-acute) provide exposure to a broad range of applications supported by health information services.

**Assumed knowledge:** Background knowledge of the health care system is assumed knowledge.  
**Credit points:** 12  
**Teaching period:** 2010 SEM-1
PUB406 HEALTH PROMOTION PRACTICE
This unit ties together the fundamental health promotion knowledge and constructs covered in earlier units in the public health subject area. It builds upon this basis to introduce students to the range of strategies available to a health promotion practitioner. The unit promotes an appreciation of the strengths and weaknesses of different approaches, as well as related administrative factors. Students undertake a small health promotion project in groups of 3-4. This is an essential field of study for those students who wish to work in a health promotion or related field. 
Prerequisites: PUB280 or PUB530  Credit points: 12  Contact hours: 3  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

PUB436 EVIDENCE BASED PRACTICE
Credit points: 12  Teaching period: 2010 SEM-2

PUB461 QUALITATIVE INQUIRY IN PUBLIC HEALTH
Qualitative methods are essential to generate knowledge of people’s lived experiences, the meanings they ascribe to them, and to the social dimension of health. The nature and complexities of many public health problems require a mix of research methods and the contributions of qualitative inquiry are increasingly recognised. The practical skills acquired in this unit can be applied to a wide range of public health works, including community based program evaluation, international health and health social science research.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

PUB480 HEALTH ADMINISTRATION FINANCE
This unit addresses the following: financial administration and resource/financial distribution within the Commonwealth and State governments; financial management in the health industry; financial analysis; planning and budgeting; working capital management in the health industry; health care financial performance and evaluation; and methodologies for costing health services.
Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-2

PUB486 ETHICS AND THE LAW IN HEALTH SERVICE DELIVERY
This unit enables students to develop an awareness of the ethical and legal issues associated with the public sector and health care in the pre-hospital care setting. This unit covers topics relating to the code of ethics, the code of conduct and the legislation unique to the emergency health services. Students are required to apply content knowledge using the problem based learning strategy. Topics include introduction to ethics, morality and ethical theory, bioethics, public sector ethics, overview of the Australian legal system, consent to and refusal of health care, duty of care, confidentiality, and record keeping.

Prerequisites: PUB280  Credit points: 12  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-2

PUB490 QUALITY MANAGEMENT IN HEALTH
Quality is integral to all aspects of healthcare delivery. Knowledge and understanding of the concepts of quality management, and the ability to perform quality processes are essential for all health care professionals. This unit provides students with the necessary knowledge and skills to develop a quality management program, perform quality improvement activities, and expand outcomes into process improvements and organisational change. The principles underpinning evidence based medicine and clinical pathways (including variance analysis) are presented, methods of health care performance measurement are explored, and a clinical quality framework model is introduced.
Assumed knowledge: Background knowledge of the health care system is assumed knowledge.  Credit points: 12  Contact hours: 3 per week  Campus: Kelvin Grove  Teaching period: 2010 SEM-2

PUB514 CONTRACT/PROJECT MANAGEMENT
This unit aims to prepare students for participation in contract and project management in the health sector. The unit provides advanced undergraduate students with an opportunity to develop an understanding of health project contract management using both theoretical and practical examination of current state and national contracts and projects.
Credit points: 12  Contact hours: 4 per week  Campus: Kelvin Grove and External  Teaching period: 2010 SEM-1

PUB530 HEALTH EDUCATION AND BEHAVIOUR CHANGE
Antirequisites: PUB329, PUB341  Credit points: 12  Teaching period: 2010 SEM-1

PUB545 HEALTH POLICY, PLANNING AND ADVOCACY
Antirequisites: PUB511  Credit points: 12  Teaching period: 2010 SEM-1

PUB557 HEALTH NEEDS OF INDIGENOUS AUSTRALIANS AND OTHER POPULATIONS
The unit examines the health needs of a range of population groups, particularly the health needs of indigenous Australians. Health is viewed in its social and economic context. The unit allows a recognition and focus on particular health concerns that might not be considered significant in an examination of broad patterns of health. It forces a consideration of how strategies to improve health, including important questions of access and equity. The unit
PUB558 MEDICAL DOCUMENTATION AND ABSTRACTION FOR CLASSIFICATION
It is essential for health information managers to thoroughly understand the clinician’s response to various disease processes, how this information is documented in patient records and how this relates to the process of clinical classification. This unit integrates knowledge of anatomy, physiology, disease processes and medical procedures with an understanding of the process clinician's task to diagnose and treat common and specialised conditions. Students enhance their knowledge of clinical classification by the practical use of ICD-10-AM.

Prerequisites: PUB356 Credit points: 12 Contact hours: 4 Campus: Kelvin Grove Teaching period: 2010 SEM-1

PUB561 STATISTICAL METHODS IN HEALTH
The ability to analyse and interpret quantitative data is an important skill for all graduates in public health. This unit builds upon PUB326 Epidemiology and complements analytical methods learned in PUB461 Qualitative Enquiry in Public Health. Through critical review of the literature, and worked examples from a range of topic areas, students become familiar with the process of summarising and describing data, defining and testing hypotheses, univariate methods and tests of bivariate associations, the concept of adjustment and the interpretation and presentation of analytical results.

Prerequisites: PUB326 Antirequisites: PUN105 Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

PUB565 INTERNATIONAL HEALTH
International health will broaden student's understanding of global health systems and programs, providing an advanced level analysis that explores systems and methods that have been devised to address population health problems in developing and developed countries. Students examine the historic context of the international health movement from the early 1900s to recent changes in global health systems, explore the diversity of services between and within countries, and consider issues of globalisation, economic reform, health equity and ethics. This unit is particularly relevant to students who are interested in international health development work.

Prerequisites: PUB251 Assumed knowledge: At least two years of study in health area, including PUB326 is assumed knowledge. Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-1

PUB609 HEALTH RESOURCE ALLOCATION
This unit aims to prepare students for participation in health sector decision making as underpinned by a range of health specific evaluation activities. The unit provides students with a grounding in the methodologies of health evaluation and resource allocation.

Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove and External Teaching period: 2010 SEM-2

PUB632 INDEPENDENT STUDY
Independent study allows students to study a topic which is not otherwise available as a formal unit. Students have the opportunity to pursue their studies relatively independently and to develop and practise skills in problem identification, evaluation and critical thinking. The study may be for example a literature review or a placement in a particular setting. The process and outcomes are negotiated in a contract with a supervisor.

Assumed knowledge: Completion of 192 credit points, a GPA >5 and an approved supervisor are assumed knowledge and requirements for enrolment in this unit.

Credit points: 12 Campus: Kelvin Grove and External Teaching period: 2010 SEM-2

PUB633 HEALTH INFORMATICS
An understanding of computer applications in health is important to making an effective contribution to the planning and evaluation of health care information systems. This unit integrates health care trends with the capacity for information management and information systems to support these directions in health care. This unit aims to bridge the communication gap which often appears between the health care professional and computer specialists. It is also designed to prepare students for involvement in the many aspects of information systems they may encounter in the health care field. These aspects include the planning, specification, development, implementation, control and management of such systems.

Assumed knowledge: Completion of 192 credit points is assumed knowledge. Credit points: 12 Contact hours: 3 per week Campus: Kelvin Grove Teaching period: 2010 SEM-2

PUB644 HEALTH PROMOTING SCHOOLS
This subject is designed to extend students' understanding of health promotion in a school setting. The learning objectives for this course are designed to reinforce the links between education and health, in relation to the planning, implementation and evaluation of a school based health promotion intervention. It also addresses some of the management issues that underlie such an approach to the promotion of health and well being in the school community. Case studies or activities offer a range of opportunity for
reflection and investigation.

Credit points: 12    Campus: External    Teaching period: 2010 SEM-2

PUB669 MANAGEMENT OF HEALTH INFORMATION SERVICES
This unit is the final one in the suite of health information management related units. As a result, it has a strong focus on professional issues and current trends in HIM practice. It examines the roles and functions of the health information manager in the management of health care services in the current health environment. Class activities concentrate on the principles and processes of management as applied to health information services. A problem based learning approach is adopted to give students experience in "real world" activities.

Prerequisites: PUB398, PUB490, PUB558 and PUB875
Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

PUB875 PROFESSIONAL PRACTICE
This unit is undertaken by students in the public health, and nutrition and dietetics strands of the BHlthSc. It provides students with the opportunity of working in one or a number of placements in a professional capacity in an area of interest to the student. It provides an opportunity for students to apply the knowledge and skills acquired through their course to a practical problem or workplace situation.

Prerequisites: PUB514    Antirequisites: PUB645
Assumed knowledge: Completion of 240 credit points of study is assumed knowledge.
Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-2

PYB012 PSYCHOLOGY
The body of knowledge which defines Psychology as a discipline is basic to an understanding of human behaviour and interaction. Psychological theories, concepts and methods of investigation provide ways of evaluating personal and professional practice. Informed practice can then seek to meet the needs of individuals, groups and communities. All professional people need to have frameworks for understanding their own behaviour and that of others. This unit provides students with essential knowledge as a basis for their personal and professional effectiveness. It is the foundation for understanding further study in psychology and its many applications.

Equivalents: PYB100, PYB101    Credit points: 12    Contact hours: 3 per week    Campus: Gardens Point and Kelvin Grove    Teaching period: 2010 SEM-1 and 2010 SEM-2

PYB054 PSYCHOLOGY AND GENDER
This unit asks 'What is gender?'. It includes theories of gender; male and female; masculine and feminine; roles versus power; counselling issues; old and new paradigms; history of psychology of gender; sexuality; mothers and fathers; psychology constructs the female; psychology in patriarchal discourse; family therapy theory and feminist critiques; psychological constructs and the media; film and media; psychology of gender and power.

Prerequisites: PYB012, PYB101, PYB102, or PYB100
Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1