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

Year offered: 2011
Admissions: No
CRICOS code: 022142D
Course duration (full-time): 3 Years
Domestic Fees (indicative): 2011: CSP $3,899 per semester (indicative)
International Fees (indicative): 2011: $11,375 (indicative) per semester
Domestic Entry: February
International Entry: February
QTAC code: 425372
Past rank cut-off: 74
Past OP cut-off: 13
Assumed knowledge: English (4, SA)
Preparatory studies: For information on acquiring assumed knowledge visit http://www.qut.edu.au/assumed-knowledge
Total credit points: 288
Standard credit points per full-time semester: 48
Course coordinator: Enquiries to sph.studentcentre@qut.edu.au or phone: 07 3138 3368
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.

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.

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.

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

**Further Information**
For more information about this course, please call the School of Public Health Student Centre on +61 7 3138 3368 or email sph.studentcentre@qut.edu.au

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

**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**
- LSB142  Human Anatomy and Physiology
- PUB220  Medical Terminology
- PUB326  Epidemiology
- PUB398  Health Information Services

**Year 2, Semester 2**
- ITB002  IT Professional Studies
- PUB356  Clinical Classification
- PUB480  Health Administration Finance
- PUB490  Quality Management in Health

**Year 3, Semester 1**
- PUB380  Casemix Management
- PUB545  Health Policy, Planning and Advocacy
- PUB514  Contract/Project Management
- PUB558  Medical Documentation and Abstraction for Classification

**Year 3, Semester 2**
- PUB609  Health Resource Allocation
- PUB633  Health Informatics
- PUB669  Management of Health Information
- PUB875  Professional Practice

**HEALTH INFORMATION MANAGEMENT**

**Year 1, Semester 1**
- PUB104  Australian Health Care Systems
- PUB108  Information Management for Health
- PUB118  Computer Systems for Health Management
- PUB220  Medical Terminology

**Year 1, Semester 2**
- LSB475  Disease Processes 4
- LWS001  Medicine And The Law
- PUB251  Contemporary Public Health
- PYB007  Interpersonal Processes and Skills

**Year 2, Semester 1**
- BSB115  Management
- LSB142  Human Anatomy and Physiology
- PUB326  Epidemiology
- PUB398  Health Information Services

**Year 2, Semester 2**
- MGB207  Human Resource Issues and Strategy
- PUB356  Clinical Classification
- PUB480  Health Administration Finance
- PUB490  Quality Management in Health

**Year 3, Semester 1**
- PUB380  Casemix Management
- PUB511  Health Policy, Planning and Evaluation
- PUB514  Contract/Project Management
**Full-Time Course Structure - Health Services Management Major**

### Year 1, Semester 1
- PUB104 Australian Health Care Systems
- PUB251 Understanding Disease Concepts
- PUB208 Contemporary Public Health Systems
- LWB001 Sustainable Environments for Health
- PUB109 Professional Practice

### Year 1, Semester 2
- PUB155 Medical Documentation and Abstraction for Classification
- PUB309 Health Resource Allocation
- PUB633 Health Informatics
- PUB669 Management of Health Information
- PUB875 Professional Practice

### Year 2, Semester 1
- PUB326 Epidemiology
- PUB380 Casemix Management
  - Major 2 Or Minor 1
  - Major 2 Or Minor 2 Or Elective
- PUB480 Health Administration Finance
- PUB490 Quality Management in Health
  - Major 2 Or Minor 1
  - Major 2 Or Minor 2 Or Elective

### Year 2, Semester 2
- PUB514 Health Policy, Planning and Evaluation
- PUB514 Contract/Project Management
  - Major 2 Or Minor 1
  - Major 2 Or Minor 2 Or Elective
- PUB609 Health Resource Allocation
- PUB875 Professional Practice
  - Major 2 Or Minor 1
  - Major 2 Or Minor 2 Or Elective

### Year 3, Semester 1
- PUB511 Health Policy, Planning and Evaluation
- PUB514 Contract/Project Management
  - Major 2 Or Minor 1
  - 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

### 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 electives 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.

<table>
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<tr>
<th>Indigenous Health</th>
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<tbody>
<tr>
<td>PUB406 Health Promotion Practice</td>
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<tr>
<td>PUB557 Health Needs of Indigenous Australians and Other Populations</td>
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<td>PUB644 Health Promoting Schools</td>
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<th>Public Health</th>
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<td>PUB530 Health Education and Behaviour Change</td>
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<td>PUB406 Health Promotion Practice</td>
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<td>PUB436 Evidence Based Practice</td>
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<td>PUB557 Health Needs of Indigenous Australians and Other Populations</td>
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<td>PUB565 International Health</td>
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<th>Gender Issues</th>
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<td>PUB336 Women's Health</td>
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<td>PUB406 Health Promotion Practice</td>
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<td>PUB632 Independent Study</td>
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<td>PYB054 Psychology and Gender</td>
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<td>AMB200 Consumer Behaviour</td>
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| AMB240 Marketing Planning and Management                |                      |
| AMB341 Strategic Marketing                             |                      |
| BSB126 Marketing                                       |                      |

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<th>Human Resource Management</th>
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<td>BSB122 Quantitative Analysis and Finance</td>
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<td>MGB207 Human Resource Issues and Strategy</td>
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<td>MGB220 Business Research Methods</td>
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<td>MGB222 Managing Organisations</td>
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<td>MGB309 Strategic Management</td>
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<td>MGB314 Organisational Consulting and Change</td>
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<td>BSB126 Marketing</td>
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<td>MGB222 Managing Organisations</td>
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<td>MGB309 Strategic Management</td>
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<td>MGB334 Managing in a Changing Environment</td>
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<td>IBB208 European Business Development</td>
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<td>IBB213 International Marketing</td>
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<td>IBB217 Asian Business Development</td>
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<td>IBB300 International Business Strategy</td>
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<td>IBB308 Contemporary Business in Europe</td>
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<td>IBB317 Contemporary Business in Asia</td>
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<td>LWB240 Principles of Equity</td>
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<th>Accounting and Finance</th>
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<td>AYB121 Financial Accounting</td>
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<td>AYB220 Company Accounting</td>
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<td>AYB225 Management Accounting</td>
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<td>BSB110 Accounting</td>
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<th>Science</th>
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Completion of the Science minor is a prerequisite for entry into the Graduate Diploma in Environmental Health (PU67). Seek advice regarding elective options from the School of Public Health Student Centre: email sph.studentcentre@qut.edu.au

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<th>Potential Careers:</th>
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<tr>
<td>Biomedical Laboratory Officer, Biostatistician, Community Health Officer, Community Worker, Director of Health Programs and Services, Environmental Health Officer, Epidemiologist, Health Educator, Health Information</td>
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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.

Prerequisite(s): BSB126 or CTB126 or BSB116 or BSB117

AMX240, CTB200
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 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 decision making 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.

Prerequisite(s): BSB126 or CTB126
Equivalent(s): AMX240, CTB240
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point and Caboolture
Teaching period: 2011 SEM-1 and 2011 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
Credit points: 3 per week
Campus: Gardens Point

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
Credit points: 12
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
Credit points: 12
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.

Prerequisite(s): AYB225
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 SUM

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:** BSB110, CTB110  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**BSB119 GLOBAL BUSINESS**

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:** BSB115, CTB115  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM-1

**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).

**Antirequisites:** BSD119 or CTB119 & BSD126 or CTB126

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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, BSD126  
**Equivalents:** BSB126, CTB126  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 SUM

**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):** BSB119 or CTB119 & BSB126 or CTB126;
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): IBB211 or CTB119 or BSB116
Contact hours: 3 per week  Campus: Gardens Point  Incompatible with: MIB213

IBB300 INTERNATIONAL BUSINESS STRATEGY
This unit aims to develop student competencies in the analysis of issues and problems encountered by international firms in the formulation and implementation of business strategies. The unit emphasises the connection between core competencies, strategy and corporate performance and uses case studies to analyse the strategic behaviour of global companies. Issues examined include: the forms of international involvement and entry mode strategies; organisational structures, control and cultural diversity; multinational versus global competitive strategies; the formulation and implementation of strategies of international cooperation and strategic alliances; small and medium enterprise (SME) strategies to compete in global markets.

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  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 meeting processes 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  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.

Antirequisites: LSB321, LSB365, LSB365, LSB475
Credit points: 12  Contact hours: 4 per week  Campus: Gardens Point  Teaching period: 2011 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 and Kelvin Grove  
**Teaching period**: 2011 SEM-1

**LSB475 DISEASE PROCESSES 4**
Disease Processes provides a link between your foundation knowledge in anatomy and physiology and the application of such knowledge in a clinical setting. This intermediate level unit places an emphasis on general pathological knowledge necessary for your understanding of future advanced units. It therefore provides you with the knowledge needed for subsequent clinical semesters. The aim of the unit is to introduce you to the study of disease processes underlying the major diseases of human organ systems.  
**Antirequisites**: LSB321, LSB361, LSB367  
**Credit points**: 12  
**Contact hours**: 4 per week  
**Campus**: Gardens Point and Kelvin Grove  
**Teaching period**: 2011 SEM-2

**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.  
**Prerequisites**: LWB136  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Gardens Point and External  
**Teaching period**: 2011 SEM-1

**LWS001 MEDICINE AND THE LAW**
The impact of some important fields of law upon the medical profession and upon hospital staff, patients and visitors. Introduction to law and the legal system. The Federal and State systems; general principles of the law of tort; principles of negligence; liability of hospitals; issues of consent; legal aspects of medical practice; medico-legal investigations; abortion law; euthanasia and transplantation issues.  
**Credit points**: 12  
**Contact hours**: 3 per week  
**Campus**: Kelvin Grove

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

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

**MGB222 MANAGING ORGANISATIONS**
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

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

**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.

**Prequisites:** MGB211, CTB211, MGB222, CTB232, or MGB200  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1

**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.

**Prequisite(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

**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:** 2011 SEM-1

**PUB107 SUSTAINABLE ENVIRONMENTS FOR HEALTH**

The practice of environmental health has always been concerned with the study of the human environment interface and in particular the quest for developing sustainable environments for health. This unit outlines what environmental health is and describe the major issues impacting on a sustainable future. Topics include the following: the National Environmental Health Strategy; ecology and ecosystems; sustainable development; air pollution; food safety; water and sanitation; waste and contaminated land; indigenous health; built environment; risk assessment; and global environmental health issues.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2006 SEM-1

This unit gives an introductory overall view of the field of health information and its management. As well as being of general interest to health professionals, the unit provides a context for the study of contemporary health information and data management practice. The use of information as a strategic, organisational and management resource is highlighted, and a broad appreciation of information and data management procedures and philosophy are provided. Demands on health information managers occasioned by advances in information technology are highlighted.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2006 SEM-1

**PUB118 COMPUTER SYSTEMS FOR HEALTH MANAGEMENT**

The technology infrastructure is impacting on the business of delivering health care services. An understanding of information concepts and frameworks for assessing computers and information systems will assist students to realise the potential for using technology to more effectively manage information as a resource. This unit aims to provide an introduction to systems analysis and development. It explores the various technology platforms available (including telecommunications, and the Internet) and develops data organisation and management skills relevant to systems within the health industry context.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Kelvin Grove  
**Teaching period:** 2006 SEM-1

**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  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**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.
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    Teaching period: 2011 SEM-2

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: PUB220, HLN710    Credit points: 12    Contact hours: 4 per week (KG and Ext Sem 1; KG Sem 2)    Campus: Kelvin Grove and External    Teaching period: 2011 SEM-1 and 2011 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: 2011 SEM-1

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: 2011 SEM-2

PUB356 CLINICAL CLASSIFICATION
This unit introduces the development of skills in one of the major specialities of health information management. This speciality is the clinical classification of diseases and procedures using the International Classification of Diseases, 10th Revision, Australian Modification (ICD-10-AM). Clinical classification responds to internal and external demands for medical information, for example, in-house research and education, ABS, hospital morbidity data collections, and casemix information systems.
Prerequisite(s): PUB220, LSB142, LSB361 or LSB475    Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2009 SEM-2

PUB380 CASEMIX MANAGEMENT
Casemix is used to describe and analyse the activity and outputs of health care services and provides an important source of information for decision making by a range of health care professionals. This unit aims to provide the following: an overview of the history and development of casemix classification systems; structure of DRGs; casemix applications in quality improvement, utilisation review, costing, planning and management; casemix and funding health care services; casemix classification systems for acute inpatients; data quality issues; casemix grouping software; and current casemix initiatives and applications.
Credit points: 12    Contact hours: 4 per week    Campus: Kelvin Grove    Teaching period: 2010 SEM-1

PUB398 HEALTH INFORMATION SERVICES
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 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    Contact hours: 3 per week    Campus: Kelvin Grove

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:** PUB251 or PUB530  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-2

**PUB436 EVIDENCE BASED PRACTICE**

This unit equips students with the skills to identify, critically analyse and evaluate evidence, and to implement evidence-based practice within their chosen profession.  
**Credit points:** 12  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2011 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:** External  
**Teaching period:** 2011 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:** 2011 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.  
**Prerequisites:** Completion of 96cp  
**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:** 2011 SEM-2

**PUB511 HEALTH POLICY, PLANNING AND EVALUATION**

This unit provides advanced undergraduate students with an opportunity to develop the following: an understanding of the concepts of health policy, planning and evaluation; a capacity for analysis using both theoretical and practical examination of current health-related policies, plans and evaluations; and an opportunity to apply concepts learned in this unit to develop a proposal for a program plan and associated implementation and evaluation strategy.  
**Prerequisite(s):** 144 credit points completed  
**Credit points:** 12  
**Contact hours:** 3.5  
**Campus:** Kelvin Grove and External  
**Teaching period:** 2006 SEM-1

**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:** 2011 SEM-1

**PUB530 HEALTH EDUCATION AND BEHAVIOUR CHANGE**

This unit gives students the skills to bring about change in health-related behaviours through educational interventions. Topics covered include key health education and behaviour change theories, frameworks, strategies; approaches to bring about change in different contexts; research and design of educational interventions to suit different target populations in different settings, using evidence-based practice; and health literacy as a function of health education.  
**Antirequisites:** PUB329, PUB341  
**Credit points:** 12  
**Campus:** Kelvin Grove  
**Teaching period:** 2011 SEM-1

**PUB545 HEALTH POLICY, PLANNING AND ADVOCACY**

This unit consolidates knowledge of health policy development and reform and the processes that translate policy into public health practice. Topics covered include translating a health policy into a plan for professional practice; critical examination of advocacy processes and the impact on policies; planning and evaluating the impact of programs; and policy strategies in collaborative teams.
Antirequisites: PUB511    Credit points: 12    Campus: Kelvin Grove and External    Teaching period: 2011 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 provides an overall picture of health patterns of indigenous Australians and other specific populations.
Prerequisites: PUB251    Credit points: 12    Contact hours: 3 per week    Campus: Kelvin Grove    Teaching period: 2011 SEM-1

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

PUB555 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: 2011 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: 2011 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

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
PUB669 MANAGEMENT OF HEALTH INFORMATION
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

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. [Designated unit]
Prerequisites: Completion of 240 cp including PUB514
Antirequisites: PUB645, PUB821  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: 2011 SEM-2

PYB007 INTERPERSONAL PROCESSES AND SKILLS
Psychology is generally a people-based profession with many positions involving not only understanding and testing people but communicating with them. More broadly however in most areas of modern work, and indeed within personal relationships, people need developed interpersonal skills and the ability to conceptualise interactive processes. The microskills for communication are also the foundation for helping relationships and counselling.
Antirequisites: PYB074, HHB113, PYB111  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point and Kelvin Grove  Teaching period: 2011 SEM-1 and 2011 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: 2011 SEM-1