Unit sets: Entrepreneurship, Human Resource Management and Management

**Year offered:** 2010  
**Admissions:** No

**Unit sets**

These unit sets have been designed such that introductory units have no prerequisites. Later units in each set may have earlier units as prerequisites.

Due to timetabling constraints it may not be possible to complete all units in a University Wide Elective Set.

Consult with your course coordinator and relevant discipline coordinators prior to undertaking interfaculty studies.

Please be aware that the units you complete in a University Wide Elective Sets will appear on your academic transcript but the unit set title will not unless the set exists as a minor in your course.

**Information and Knowledge Management unit set**

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**Information Technology Management unit set**

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**Business Process Management Unit Set**

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Choose 3 of the following units

- INB311 Enterprise Systems
- INB322 Information Systems Consulting
- INB323 Smart Services
- INB221 Technology Management
- INB330 Information Management
- INN602 Advanced Readings 3

**Entrepreneurship unit set**

Entrepreneurship

- BSB115 Management
- MGB223 Entrepreneurship and Innovation
- MGB324 Managing Business Growth

Plus one from the following:

- BSB126 Marketing
- MGB200 Leading Organisations

**Entrepreneurship unit set (6 units)**

Entrepreneurship

- BSB115 Management
- MGB223 Entrepreneurship and Innovation
- MGB324 Managing Business Growth

Management unit set

Management

- BSB115 Management
- MGB200 Leading Organisations
- MGB210 Managing Operations
- MGB223 Entrepreneurship and Innovation

**Management unit set (6 units)**

Management

- BSB115 Management
- MGB200 Leading Organisations
- MGB210 Managing Operations
MGB223 Entrepreneurship and Innovation
MGB309 Strategic Management
MGB225 Intercultural Communication and Negotiation Skills
MGB310 Sustainability in A Changing Environment

**Human Resource Management unit set**

Human Resource Management
BSB115 Management
MGB200 Leading Organisations
MGB201 Contemporary Employment Relations
MGB207 Human Resource Issues and Strategy

Human Resource Management unit set (6 units)

Human Resource Management
BSB115 Management
MGB200 Leading Organisations
MGB201 Contemporary Employment Relations
MGB207 Human Resource Issues and Strategy
MGB339 Performance and Reward
MGB320 Recruitment and Selection
MGB331 Learning and Development in Organisations

**UNIT SYNOPSES**

**AMB251 INNOVATION AND BRAND MANAGEMENT**
This unit covers the dynamics of product and service innovation within the marketing function of an organisation. Products are defined in the broadest sense as both tangible and intangible and include the various categories of consumer and industrial products and services. The course covers product market analysis, the product/service development process, design, innovation, research and testing, new product financial analysis, branding and packaging, and new product commercialisation.

**BSB15 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.

**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.

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

**INB221 TECHNOLOGY MANAGEMENT**
This unit presents operational, tactical and strategic insights that support the activities central to the leadership and management of technology. These insights include project management, organisational leadership, outsourcing, planning, governance and millennium technologies. Such insights are used to inform decision-making - the core skill of any manager. Technology managers must understand
INB103 or ITB002 or INB120 or ITB360

Antirequisites: ITN241, ITN251 and ITN366

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2009 SEM-2

INB311 ENTERPRISE SYSTEMS

The unit presents and discusses the Enterprise Systems Lifecycle model, orienting students to the requirements of addressing total cost of ownership, change management requirements and process modelling requirements in order to achieve business benefits. Concepts of Enterprise Systems success and associated enablers and barriers are also introduced. This unit introduces the technical architecture of complex 3-tiered client server environments. It seeks to show how an integrated complex database environment meets common business needs, and yet fails to meet the total Information Systems requirements.

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2010 SEM-1

INB320 BUSINESS PROCESS MODELLING

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

Equivalent: ITB298

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2010 SEM-2

INB321 BUSINESS PROCESS MANAGEMENT

The aim of this unit is to introduce you to modern methodologies of Business Process Management. A main objective is to increase your awareness of the close link between business requirements and IT capabilities, and the related fundamental role of business processes. This unit also seeks to develop logical thinking, an appreciation for conceptual models, and the capability to understand and deal with complex systems.

Antirequisites: INN321

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2010 SEM-2

INB322 INFORMATION SYSTEMS CONSULTING

The aim of the unit is to develop your skills in the consulting engagement process. This unit will give you an appreciation of the management of consulting practices and an understanding of the consulting sector generally. This unit presents the tactical and strategic issues involved in management consulting, and in particular: client engagement. In the unit there is an emphasis on Information Systems (IS) related work. IS constitutes a substantial portion of consulting activity and cuts across all areas of business expertise. The unit examines the dynamics of IS consulting within the context of large consulting firms and familiarises students with the consulting engagement lifecycle.

Antirequisites: ITB264, ITN264

Assumed knowledge: Completion of 96 credit points of an Undergraduate study is assumed knowledge

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2010 SEM-1

INB323 SMART SERVICES

This unit gives you the opportunity to apply, under appropriate guidance, the knowledge and skills gained in your course to date and to execute a substantial development project. The ability to apply technical knowledge and skills to real-life situations is essential for information technology professionals. A substantial project, under academic supervision, will develop your initiative and ability to apply your knowledge and skills in a professional capacity. Completing the project will also enable you to appreciate the complementary nature of the course material in total, particularly the need for careful project management.

Prerequisite(s): Nil

Corequisite(s): Nil

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2009 SEM-2

INB330 INFORMATION MANAGEMENT

The aim of this unit is to provide you with an awareness of the activities in which IM professionals are engaged within various organisational contexts. You will use case studies and introduce yourself to the strategic and analytic elements that comprise information management activities. These activities include the alignment of enterprise information and business planning, enterprise information policy, evaluation of information resources & systems and applications of the information inventory.

Prerequisite(s): Nil

Corequisite(s): Nil

Credit points: 12

Contact hours: 3 per week

Campus: Gardens Point

Teaching period: 2009 SEM-2

Incompatible with: Nil
INN602 ADVANCED READINGS 3
The aim of this unit is to broaden your understanding of potential research topics and methods and support you in developing essential skills that enable clarity and focus in investigating IT research; rigour in evaluating claims and accuracy in your understanding of domain problems, related theories and methodologies appropriate to your specialist area.

Assumed knowledge: Completion of at least 48 credit points of Postgraduate level IT units is assumed knowledge.

Credit points: 12  Campus: Gardens Point

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 per week  Campus: Gardens Point and Carseldine  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: ITB116

ITB004 DATABASE SYSTEMS
The aim of this unit is to introduce you to the structure and role of databases in modern businesses.

Prerequisite(s): Nil  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1 and 2008 SEM-2  Incompatible with: ITB115

ITB264 INFORMATION SYSTEMS CONSULTING
The aim of the unit is to give you consulting skills, an appreciation of the management of consulting practices and an understanding of the consulting sector generally.

Prerequisite(s): ITB002  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1

ITB266 INFORMATION MANAGEMENT
To understand management of information resources in organisational contexts you will be introduced to concepts which include the effective management of information assets and the utilisation of external information resources and how they influence organisational performance.

Prerequisite(s): ITB002  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2

ITB322 INFORMATION RESOURCES
This unit will help you to understand the structure of the information environment, to reflect upon the information resources you discover, and to develop the ability to find appropriate information for future problem solving. You will develop your skills in identifying, accessing, evaluating and retrieving information resources to meet specific information needs. The unit will also help you develop skills in teamwork and oral and written communication.

Prerequisite(s): Nil  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1

ITB361 SOCIO-TECHNICAL SYSTEMS
Corporate Systems Managers employ a wide range of technical devices, such as servers, network devices and cross communication devices as well as PDAs, laptops and mobile phones, to meet the needs of their organisation and the communities they serve. The overall design or architecture that determines the role these devices play is vital to the successful functioning of organisations and holds the key to future innovations in serving the community. This unit provides students with a foundation in the principles that determine the design of these systems, the way they interconnect; how they serve specific clients and purposes and how people and devices interact.

Prerequisite(s): Nil  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-1

ITB363 PROJECT MANAGEMENT PRACTICE
Successful businesses use Project Management (PM) processes to structure the implementation, upgrades and process improvement activities undertaken within organisations. This unit investigates project management processes and analyses, combines and applies the basic elements and tools of successful projects to ICT cases. With a focus on contemporary organisations, the unit covers activities such as communication and risk management, change management, recording keeping and project reporting. The unit covers practical, relevant and topical PM issues delivered as a complex project activity.

Prerequisite(s): ITB002  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2008 SEM-2

ITB366 INFORMATION SYSTEMS OPERATIONS
This unit presents operational, tactical and strategic insights and tools that support the activities central to the operational management of an information technology department. These operational insights and tools include, project management, procurement and business processes, outsourcing, planning (from strategic to daily) and enterprise systems. Such insights and tools are used to inform decision making - the core skill of any operations manager. Operations managers must understand the factors...
impacting any decision point and most importantly, their interaction with each other in a specific context. This unit equips graduates to meet the challenges of operational management and to contribute to the decision making faced by IT managers and the IT staff who advise on these issues. 

**Prerequisites:** ITB361 and ITB362  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2008-2009

### MGB200 LEADING ORGANISATIONS

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

**Prerequisites:** BSB115 or CTB115  
**Antirequisites:** MGB211, CTB211, MGB222, CTB232  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

### MGB201 CONTEMPORARY EMPLOYMENT RELATIONS

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

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

### MGB207 HUMAN RESOURCE ISSUES AND STRATEGY

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

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

### MGB210 MANAGING OPERATIONS

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

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

### MGB223 ENTREPRENEURSHIP AND INNOVATION

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

**Prerequisites:** BSB115 or CTB115  
**Equivalents:** CTB223  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

### MGB225 INTERCULTURAL COMMUNICATION AND NEGOTIATION SKILLS

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

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

### MGB309 STRATEGIC MANAGEMENT

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

**Prerequisites:** MGB200, MGB211, CTB211, MGB222, or CTB232  
**Antirequisites:** MIB314  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and Caboolture  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGB310 SUSTAINABILITY IN A CHANGING ENVIRONMENT**
This unit provides participants with an opportunity to investigate selected and critical issues in the relationship between business activity and the imperative of creating sustainable futures. The unit draws on interdisciplinary sources to encourage the development of a systemic view that incorporates global, corporate, and personal levels of analysis. The unit prepares participants to make a significant contribution to the sustainable development of organisations and society. The unit will be of value to business and non-business students seeking careers in private, public, and not-for-profit sectors.  

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

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

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

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

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

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

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

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

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