

Student for a Semester Subject Timetable – May 2012

In alphabetical order by faculty

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Subject and Description	Faculty	Lecture <i>(compulsory – choose one)</i>	Tutorial <i>(choose one day and time from the following)</i>
<p>Elementary Maths STAT10-100</p> <p>This course provides students with the opportunity to bring their quantitative mathematics skills up to a standard that is required for future Business courses at Bond University. It also provides new material that is essential to the understanding of business-related problems.</p> <p><i>Please note: The prerequisite for this subject is the successful completion of Maths A, B or C.</i></p>	Business	Mon 4-6pm	Tues 8-10am Tues 4-6pm Thurs 2-4pm Wed and Fri 9-11am
<p>Entrepreneurship CORE11-131</p> <p>Entrepreneurship is the process of ‘creating something from nothing’ and this subject aims to help students develop and apply an entrepreneurial way of thinking, that will allow them to create and identify business opportunities in the future.</p>	Business	Mon 2-4pm	Tues, Wed, Thurs 2-4pm Mon, Tues, Wed, Thurs 4-6pm Mon, Tues, Wed 6-8pm
<p>Introduction to Accounting ACCT11-100</p> <p>This subject is designed to provide a thorough grounding in accounting through emphasis upon aspects of financial reporting. It presupposes no prior knowledge of accounting and adopts the perspective of the user of financial statements to develop an understanding of the important financial reporting topics that all students of management should know. This subject will cover the basic financial statements used in financial reporting, the accounting cycles, the interrelationships between the financial statements.</p>	Business	Thurs 2-4pm	Thurs 4-6pm
<p>Introduction to International Business IBUS12-250</p> <p>A country’s economic wealth depends on its ability to develop business relationships and to trade successfully with other nations. This subject is an introduction to some of the issues associated with doing business internationally.</p> <p><i>*Please note, students cannot mix and match the lectures/seminars for this subject. You must either attend Mon and Tues, or Tues and Wed at the times stated.</i></p>	Business	Mon 8–10am	Tues 8–10am
		Tues 2-4pm	Wed 2-4pm



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<p>Knowledge and Society CORE11-114</p> <p>This subject introduces students to the concepts of information systems and technology to help them work better in an information society. After completing this subject, students will be able to utilise information and computer systems ethically and responsibly and effectively use standard software tools.</p>	<p><i>Business</i></p>	<p>Tues 10am-12pm</p>	<p>Mon, Tues, Thurs 4-6pm Mon, Wed 6-8pm</p>
<p>Marketing MKTG11-100</p> <p>This subject is designed to help students understand and manage the relationship between businesses and their customers. It covers the nature of customers, marketing tools and the broader environment within which the marketer operates.</p>	<p><i>Business</i></p>	<p>Tues 4-6pm Tues 6-8pm</p>	<p>Wed, Thurs 2-4pm Wed, Thurs 4-6pm Wed 6-8pm</p>
<p>Principles of Economics ECON11-100</p> <p>This introductory subject will equip students with the tools of economics and how these are applied in real-life situations. As a result, students will have the ability to address economic problems in their own lives as well as in industry, politics, society, and the wider environment.</p>	<p><i>Business</i></p>	<p>Tues 8-10am Or Tues 10am-12pm</p>	<p>Wed, Thurs 8-10am Tues, Thurs 4-6pm Wed, Thurs 6-8pm</p>
<p>Strategic Management CORE11-130</p> <p>This subject sets the scene for Strategic Studies and provides a broadly based introduction to commerce. It introduces and draws preliminary links between strategy and the main tactical functions of a firm: production, marketing, finance and human resources. At this introductory level, the concepts explored are sufficient to explain means for achieving commercial advantage.</p>	<p><i>Business</i></p>	<p>Mon 12-2pm</p>	<p>Mon, Tues, Wed, Thurs 2-4pm Mon, Tues, Wed, Thurs 4-6pm Mon, Tues, Wed, 6-8pm</p>
<p>Scientific Thinking and Research Skills CORE11-113</p> <p>This introductory subject will provide students with the basic skills in scientific reasoning and research methods. Students will learn how the scientific method arose and how to apply it when designing experiments, how to ask scientific questions and how to find and evaluate evidence and information.</p>	<p><i>Health, Sciences and Medicine</i></p>	<p>Tues 4-6pm</p>	<p>Fri 9-11am Fri 11am-1pm</p>

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<p>Advertising Principals and Practice ADVT11-100</p> <p>This subject is an introduction to the role of advertising in society. Students will study advertisements and consider the impact of advertising on society and individuals. The subject will outline the structure of the advertising industry in Australia and students will practice copywriting strategies and techniques used in the design of print advertisements.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Tues 2-4pm</p>	<p>Tues 4-6pm Wed 3-5pm</p>
<p>Communication Skills CORE11-100</p> <p>The ability to communicate effectively is important in school, tertiary study and professional life. This subject develops communication skills in researching, writing essays and reports, working cooperatively in teams and presenting group projects. It also provides an overview of communication theory and an insight into the processes of professional communication.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Wed 3-4pm</p>	<p>Mon, Tues, Wed Thurs 4-6pm</p>
<p>Cultural & Ethical Values CORE11-120</p> <p>This subject focuses on some fundamental ethical questions in the Western tradition and traces the history of such issues from the ancient Greeks to the 21st century. The subject gives consideration to the relevance of these theoretical perspectives for contemporary moral problems.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Wed 3-5pm</p>	<p>Mon, Tues, Thurs 4-5pm Wed 6-7pm</p>
<p>Introduction to International Relations INTR11-100</p> <p>This subject provides an introduction to international relations and politics from an Australian perspective. It covers the basic concepts and theoretical approaches to international relations and offers a framework for the analysis and understanding of international affairs.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Mon 4-6pm</p>	<p>Mon 6-7pm Wed 4-5pm</p>
<p>Public Relations: Principles and Practice PUBR11-100</p> <p>Public Relations is treated as a positive force in society from a management perspective and this subject provides a framework that shows how public relations practitioners work in industry, government and institutional organisations.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Tues 4-6pm</p>	<p>Wed 2-3pm Wed 3-4pm</p>

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<p>Public Speaking: Presentation skills for leaders CORE11-101</p> <p>This subject offers students sound training in verbal communication through supportive lecture and workshop settings. The outcome of this core subject is that participants gain both a theoretical and practical understanding of successful public speaking and complete the subject as confident communicators.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Mon 3-4pm</p>	<p>Mon and Wed 4-6pm</p>
<p>Writing for News Media JOUR11-100</p> <p>This is an introductory subject dealing with fundamental practices of news gathering & writing for the news media. It considers definitions of news & the relative weighting of news values. Students are introduced to news writing conventions through both simulated and real-life reporting experiences. The subject analyses & implements methods of attribution & verification. It introduces students to the news interview & basic reporting assignments. Students perform reporting duties for a campus publication & community radio program.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Tues 3-4pm</p>	<p>Tues 4-6pm</p>
<p>Human Communication COMN11-101</p> <p>This subject covers the whole gamut of communication providing a toolkit of theories to explain organisational culture, gender, media, cultural studies, cultural diversity, semiotics, rhetoric, groups and persuasion. Other courses in Communication build upon these theoretical understandings to explain the relative effectiveness of different ways of communicating. Individual, social and technological aspects of communication are examined from theoretical and practical points of view.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Mon 4-6pm</p>	<p>Wed 9-10am Thurs 2-3pm</p>
<p>Reasoning Skills CORE11-112</p> <p>The ability to reason clearly and logically, and the ability to communicate your reasoning effectively and persuasively are fundamental skills required in the workplace and at university. This subject introduces the techniques and skills required to reason effectively. The subject covers skills of critical reading (how to interpret arguments and how to evaluate them) and skills of argument construction, essay writing, presentation and debate.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Mon 10-11am</p>	<p>Mon 12-2pm Mon and Tues 4-6pm</p>

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<p>Introduction to Geopolitics INTR11-101</p> <p>Geopolitics is traditionally the study of power relations across geographic space. Contemporary power relations entail the five domains of land, sea, air, outer space, and cyberspace. Such relations may be competitive or cooperative, restrictive or enabling, or a combination of both. Geopolitical constructs are examined across key regions of the world, and from different perspectives. Students are introduced to the classical geopolitical theorists, the impact of technological change, the quest for resources, security of lines of communication, and new 21st century issue areas.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Tues 2-4pm</p>	<p>Tues, Wed, Thurs 4-5pm Thurs 5-6pm</p>
<p>Website Design MMDE11-150</p> <p>This subject gives an overview of the basic technology of the Internet and the World Wide Web. Students will be shown tools and techniques to design, structure, implement and manage World Wide Web sites consisting of multiple web pages. The web pages will contain a wide range of content including items such as: text, static images, navigation through hyperlinks and rollovers, tables, cascading style sheets, simple interactive web forms, animations, and audio.</p>	<p><i>Humanities and Social Sciences</i></p>	<p>Tues 4-6pm</p>	<p>Thurs 3-6pm</p>
<p>Understanding Buildings SSUD11-101</p> <p>This course provides an overview of the building construction process for those students from a non-built environment background. The topics cover contemporary issues in building theory and practise.</p>	<p><i>Institute of Sustainable Development and Architecture</i></p>	<p>Wed 4-6pm</p>	<p>Wed 6-7pm Wed 7-8pm</p>
<p>Contemporary Issues in Law & Society CORE11-121</p> <p>This subject is a core Bond University subject which offers a broad introduction to law in Australia. It is not a technical law subject but has been designed to explore some of the political controversies which surround law.</p> <p><i>We advise discretion with this subject as the content may include discussions on euthanasia; abortion; pornography; new reproductive technologies; criminal trials and discrimination.</i></p>	<p><i>Law</i></p>	<p>Tues 4-6pm</p>	<p>Tues 6-7pm Tues 7-8pm</p>