

Program Code – BB5

Program Name – Bachelor of Business (Management and Marketing)

Location – Berwick, Gippsland, Mt Helen, Online

**Continuing Students – Teach Out**

YEAR ONE			
Semester 1	Course Code	Course Name	Pre-requisites
	BUGEN 2630	Principles of Responsible Business	Nil
	BUMGT 1501	Management Principles	Nil
	BUMGT 2621	Business Communication	Nil
	BUMKT 1501	Introduction to Marketing	Nil
Semester 2	Course Code	Course Name	Pre-requisites
	BUACC 1508	Principles of Accounting and Finance	Nil
	BUECO 1509	Principles of Economics	Nil
	BUHRM 1501	Introduction to Human Resource Management	Nil
	BUMKT 2604	Social Media Marketing	BUMKT1501 or SPMAN1002
YEAR TWO			
Semester 1	Course Code	Course Name	Pre-requisites
	BUGEN 1502	Business Statistics	Nil
	BUMGT 2601	Managerial Skills	BUMGT1501
	BUMGT 2606	Managing People at Work	BUMGT1501
	BUMKT 2601	Services Marketing	BUMKT1501
Semester 2	Course Code	Course Name	Pre-requisites
	BULAW 1502	Fundamentals of Law	Nil
	BUMKT 2602	Consumer Behaviour	BUMKT1501 or SPMAN1002
	BUMGT 2614	Project Management	Successful completion of 4 courses from the Federation Business School
	BUMGT 3715	Designing Effective Organisations	BUMGT1501

YEAR THREE			
Semester 1	Course Code	Course Name	Pre-requisites
	BUHRM 3701	Management of Change & Organisational Development	BUHRM1501
	BUMKT 3705	International Marketing	BUMKT1501 or SPMAN1002
	BUMKT 3706	Product Management	BUMKT1501 or SPMAN1002 plus successful completion of 4 intermediate courses from Business
	BUMGT 3739	Creativity and Innovation	Nil
Semester 2	Course Code	Course Name	Pre-requisites
	BUMGT 3702	Strategic Management	BUMGT1501
	BUMKT 3701	Marketing Communication	BUMKT1501 or SPMAN1002
	BUMKT 3702	Marketing Strategy and Analysis	BUMKT1501 or SPMAN1002
	WIL	Work Integrated Learning (WIL)	Varies depending on course - completion of at least 4 to 16 courses in the Program.
For WIL course options - see page 2 of electives list.			

## Additional Information

- No more than 10 introductory courses are to be completed.
- All courses have a value of 15 credit points, unless otherwise specified. Students must complete 360 credit points.
- While students are encouraged to complete more, a minimum of five level three courses (3700 or 3500 range) are to be completed.
- This program structure applies to students who commenced prior to 2022.
- If you are unable to, or are having difficulties enrolling in *myStudentCentre*, please contact Student HQ on 1800 333 864 or visit the FRED portal - <https://fred.federation.edu.au/> for program administration information and assistance.

## Glossary

**Semester** – designated teaching period

**Co-requisite** – a selection of courses that need to be completed at the same time

**Pre-requisite** – a course or courses that must be completed prior to undertaking another course

**Major/Minor** – the main subject area of study completed as part of a degree

**Level** (i.e. first, second, third) - introductory (1000), intermediate (2000), advanced (3000) level courses

**ODL** - Course offered online only