

## Enrolment Course Structure

Course Code – BU5.MM

Course Name – Bachelor of Business (Marketing and Management)

First Year			
Unit Code	Unit Name	Unit Rules	CR Points
Semester 1			
BUACC 1000	Fundamentals of Accounting and Finance		15
BUECO 1300	Introduction to Economics	<b>EX:</b> BUECO1509	15
BUMGT 1100	Introduction to Management	<b>EX:</b> BUMGT1501, BUENT2635	15
BUMGT 1101	Entrepreneurship and Innovation	<b>EX:</b> BUENT1501 & BUENT2635	15
Semester 2			
BUACC 1101	Fundamentals of Law	<b>EX:</b> BUACC 1004 or BUACC1001	15
BUMKT 1200	Introduction to Marketing	<b>EX:</b> BUMKT1501 & SPMAN1002	15
COOPB 1001	Professional Identity (Business)	<b>PR:</b> Must be in one of the following: BU5, BU5.ACC, BU5.ECO, BU5.MAN, BU5.MGE, BU5.MKE, BU5.MKT, BU5.MM, BK5, BK5.ACC, BK5.MAN, PM1 or BC2 <b>EX:</b> COOPC1023	15
STATS 1000	Statistical Methods		15
Second Year			
Unit Code	Unit Name	Unit Rules	CR Points
Semester 1			
BUMGT 1103	Contemporary Human Resource Management		15
BUMGT 2104	Business Strategy	<b>EX:</b> BUMGT3702	15
BUMKT 2201	Consumer Behavior	<b>PR:</b> 60 CR Points <b>EX:</b> BUMKT2602	15
ITECH 1503	Elective OR Minor	<b>EX:</b> GPSIT1103, ITECH1103, ITECH5103	15
Semester 2			
BUMKT 3204	Marketing Communication	<b>PR:</b> BUMGT2104 or BUMKT2201 <b>EX:</b> BUMKT3701	15
BUMGT 3106	Human Resource Practice & Strategy	<b>PR:</b> BUMGT1100 <b>EX:</b> BUHRM3702	15

BUMKT 3205	Social Media Marketing	<b>PR:</b> BUMKT2201 <b>EX:</b> BUMKT3708	15
BUMGT 3105	Leadership and Change	<b>PR:</b> BUMGT1100 <b>EX:</b> BUMGT2623	15
<b>Third Year</b>			
Unit Code	Unit Name	Unit Rules	CR Points
<b>Semester 1</b>			
COOPB 2011	Co-operative Placement 1 (Business)	<b>PR:</b> COOPB1001 & At least 105 credit points <b>EX:</b> BUGEN3751, BUGEN3752, SCCOR3003, SCCOR3014 COOPC2003, COOPC2023	30
COOPB 2012	Co-operative Placement 2 (Business)	<b>PR:</b> COOPB1001 & At least 105 credit points <b>EX:</b> COOPC2003, COOPC2023	30
<b>Semester 2</b>			
BUMKT 3206	Marketing Research	<b>PR:</b> BUMKT2201 <b>EX:</b> BUMKT2603	15
BEHAV 2003	Behaviour in the Workplace	<b>EX:</b> BEHAV3001, ATSGC3843	15
BUMGT 3108	Future of Business	<b>PR:</b> 240 CR Points	15
	ELECTIVE		15

### Additional Information

This course structure applies to students commencing from 2026. Students who commenced prior to 2026 should refer to the continuing enrolments page.

- No more than 10 introductory (level 1) courses to be completed.
- It is possible for students who have a VET qualification to seek credit for their qualification. Students entering the course with a VET Diploma (AQF Level 5) in a recognised Business field will be awarded up to 8 credits (33%) into the BI5. Students seeking credit for a Federation University TAFE VET Advanced Diploma (AQF Level 6) in the future will be awarded up to 12 credits (50%) into the BI5.
- No more than 7 general elective courses from other FedUni schools are to be completed.
- While students are encouraged to complete more, a minimum of five level three courses (3700 or 3500 range) are to be completed.

### Course Coordinator

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## Glossary

**Semester:** designated teaching period.

**PR:** Pre-requisite, a unit/s that must be completed prior to undertaking another unit.

**CO:** Co-requisite, a unit/s that must be completed simultaneously, or prior to, undertaking another unit.

**EX:** Exclusion, a unit/s that may not be taken.