

# Enrolment Program Structure

## Mid-Year Intake

**Program Code – BB5**

**Program Name – Bachelor of Business (Marketing and Human Resource Management)**

**Location – Gippsland, Mt Helen, Online**

Year 2018			
Semester 2	Course Code	Course Name	Pre-requisites
	BUMKT1501	Introduction to Marketing	Nil
	BUECO1509	Principles of Economics	Nil
	BUHRM1501	Introduction to Human Resource Management	Nil
	BUMGT1501	Management Principles	Nil
Year 2019			
Semester 1	Course Code	Course Name	Pre-requisites
	BUGEN2630	Principles of Responsible Business	Nil
	BUMGT2621	Business Communication	Nil
	BUACC1508	Principles of Accounting and Finance	Nil
	BULAW1502	Fundamentals of Law	Nil
Semester 2			
	BUHRM2601	Human Resource Development	BUHRM1501
	BUHRM2602	Industrial Relations	BUHRM1501
	BUMKT2602	Consumer Behaviour	BUMKT1501
	BUMKT2604	Social Media Marketing	Nil
Year 2020			
Semester 1	Course Code	Course Name	Pre-requisites
	BUHRM2603	Staffing Organisations	BUHRM1501
	BUMGT2602	Managerial Research Methods	Successful completion of at least six courses in the program
	BUMKT2601	Services Marketing	BUMKT1501
	BUMKT3705	International Marketing	BUMKT1501

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Semester 2	Course Code	Course Name	Pre-requisites
	BUHRM3702	Strategic Human Resource Management	BUHRM1501
	BUMKT3701	Marketing Communication	BUMKT1501
	BULAW2642	Employment Law	BULAW1502
	BUMKT3702	Marketing Strategy and Analysis	BUMKT1501

### Year 2021

Semester 1	Course Code	Course Name	Pre-requisites
	BUMGT3739	Creativity and Innovation	Nil
	BUHRM3705	Reward and Performance Management	BUHRM1501
	BUMKT3706	Product Management	BUMKT1501 plus successful completion of 4 third level Business courses
	WIL	Work Integrated Learning (WIL) For WIL course options - see page 2 of electives list.	Completion of at least 16 Courses in the Program.

### 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.
- No more than 4 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.
- This program structure applies to students commencing from 2018. Students who commenced prior to 2018 should contact the Undergraduate Administrator for appropriate checklist and program information.
- If you are unable to, or are having difficulties enrolling in *myStudentCentre*, please contact Student HQ on 1800 333 864 or email [info@federation.edu.au](mailto:info@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