Program Code – BB5
Program Name – Bachelor of Business (Marketing and Information Technology)
Location – Mt Helen

YEAR 2020			
Semester 1	**Course Code**	**Course Name**	**Pre-requisites**
	ITECH1100	Understanding the Digital Revolution	Nil
	ITECH1101	IT Problem Solving	Nil
	BUMKT1501	Introduction to Marketing	Nil
	BUGEN2630	Principles of Responsible Business	Nil
Semester 2	**Course Code**	**Course Name**	**Pre-requisites**
	BUECO1509	Principles of Economics	Nil
	BULAW1502	Fundamentals of Law	Nil
	ITECH1103	Big Data Analytics	Nil
	BUACC1508	Principles of Accounting and Finance	Nil
YEAR 2021			
Semester 1	**Course Code**	**Course Name**	**Pre-requisites**
	BUMGT3739	Creativity and Innovation	Nil
	BUMGT2621	Business Communication	Nil
	BUMKT2601	Services Marketing	BUMKT1501
	BUGEN1502	Business Statistics	Nil
Semester 2	**Course Code**	**Course Name**	**Pre-requisites**
	BUMKT2602	Consumer Behaviour	BUMKT1501
	BUMKT2604	Social Media Marketing	BUMKT1501 or SPMAN1002
	ITECH2302 or ITECH2305	Big Data Management or Analysing the Modern Business	ITECH1103 or ITECH1100
	BUMGT1501	Management Principles	Nil

YEAR 2022			
Semester 1	**Course Code**	**Course Name**	**Pre-requisites**
	BUMKT3705	International Marketing	BUMKT1501 or SPMAN1002
	BUMKT3706	Product Management	BUMKT1501 or SPMAN1002 plus successful completion of 4 intermediate courses from Business
	ITECH2003 or ITECH2304	Web Design or Emerging Information Systems	ITECH1100
	ITECH3001 or ITECH3101	User Experience or Business Analytics & Decision Support	ITECH2003 or ITECH1103
Semester 2	**Course Code**	**Course Name**	**Pre-requisites**
	BUMKT3702	Marketing Strategy and Analysis	BUMKT1501 or SPMAN1002
	BUMKT3701	Marketing Communication	BUMKT1501 or SPMAN1002
	ITECH3103	IT Strategy and Governance	ITECH1100
	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.
- 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 2020. Students who commenced prior to 2020 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 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