

## Enrolment Program Structure

Program Code – BB5.MM

Program Name – Bachelor of Business (Management and Marketing)

First Year	Course Code	Course Name	Course Rules
<b>Semester 1</b>			
	BUGEN2630	Principles of Responsible Business	
	BUMGT1501	Management Principles	
	BUMGT2621	Business Communication	
	BUMKT1501	Introduction to Marketing	
<b>Semester 2</b>			
	BUACC1508	Principles of Accounting and Finance	
	BUECO1509	Principles of Economics	
	BUHRM1501	Introduction to Human Resource Management	
	BUMKT2604	Social Media Marketing	<b>PR:</b> BUMKT1501 or SPMAN1002
Second Year	Course Code	Course Name	Course Rules
<b>Semester 1</b>			
	BUGEN1502	Business Statistics	
	BUMGT2601	Managerial Skills	<b>PR:</b> BUMGT1501
	BUMGT2606	Managing People at Work	<b>PR:</b> BUMGT1501
	BUMKT2601	Services Marketing	<b>PR:</b> BUMGT1501
<b>Semester 2</b>			
	BULAW1502	Fundamentals of Law	
	BUMKT2602	Consumer Behaviour	<b>PR:</b> BUMKT1501 or SPMAN1002
	BUMGT2614	Project Management	<b>PR:</b> Successful completion of 4 courses from the Federation Business School
	BUMGT3715	Designing Effective Organisations	<b>PR:</b> BUMGT1501

Third Year	Course Code	Course Name	Course Rules
<b>Semester 1</b>			
	BUENT1501	Creativity and Innovation	
	BUMKT3701	Marketing Communication	<b>PR:</b> BUMKT1501 or SPMAN1002
	BUMKT3705	International Marketing	<b>PR:</b> BUMKT1501 or SPMAN1002
	ITECH2250	IT Project Management Techniques	<b>PR:</b> ITECH1001 and at least 7 computing courses <b>EX:</b> ITECH3213 and ITECH5213
<b>Semester 2</b>			
	BUMGT3702	Strategic Management	<b>PR:</b> BUMGT1501
	BUMKT3701	Marketing Communication	<b>PR:</b> BUMKT1501 or SPMAN1002
	BUMKT3702	Marketing Strategy and Analysis	<b>PR:</b> BUMKT1501 or SPMAN1002
		WIL Course	

### Additional Information

This program structure applies to continuing students.

### Glossary

**Semester:** designated teaching period.

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

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

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