

Enrolment Course Structure

Course Code – BU5.MKE

Course Name – Bachelor of Business (Marketing, Economics and Finance)

| First Year | Unit Code | Unit Name | Unit Rules |
|-------------------|-----------|---|---|
| Semester 1 | | | |
| | BUACC1000 | Fundamentals of Accounting and Finance | EX: BUACC1508 |
| | BUECO1300 | Introduction to Economics | EX: BUECO1509 |
| | BUMGT1100 | Introduction to Management | EX: BUMGT1501 |
| | BUMGT1101 | Entrepreneurship and Innovation | EX: BUENT1501 & BUENT2635 |
| Semester 2 | | | |
| | BUACC1001 | Fundamentals of Law | EX: BULAW1502 |
| | BUMKT1200 | Introduction to Marketing | EX: BUMKT1501 & SPMAN1002 |
| | COOPB1001 | Professional Identity (Business) | |
| | STATS1000 | Statistical Methods | |
| Second Year | Unit Code | Unit Name | Unit Rules |
| Semester 1 | | | |
| | BUECO2302 | Investment and Portfolio Management | PR: BUACC1000 EX: BUACC3721 |
| | BUMGT2104 | Business Strategy | EX: BUMGT3702 |
| | BUMKT2201 | Consumer Behaviour | PR: BUMKT1200 EX: BUMKT2602 |
| | ITECH1503 | Data and Information Systems | EX: GPSIT1103 & ITECH1103 & ITECH5103 |
| Semester 2 | | | |
| | BUACC3008 | Corporate Financial Management | PR: BUACC2004 or BUECO2302 EX: BUACC3701 |
| | BUECO2301 | Financial Markets and Digital Innovations | EX: BUACC3722 |
| | BUMKT3204 | Marketing Communication | PR: BUMGT2104 or BUMKT2201 EX: BUMKT3701 |
| | BUMKT3205 | Social Media Marketing | PR: BUMKT2201 EX: BUMKT3708 |

| Third Year | Unit Code | Unit Name | Unit Rules |
|-------------------|-----------|-------------------------------------|---|
| Semester 1 | | | |
| | COOPB2011 | Co-operative Placement 1 (Business) | PR: COOPB1001 & At least 105 credit points from BUACC or BUECO or BUMGT or BUMKT subject-area at any level EX: BUGEN3751 & BUGEN3752 and SCCOR3003 |
| | COOPB2012 | Co-operative Placement 2 (Business) | PR: COOPB1001 & At least 105 credit points from BUACC or BUECO or BUMGT or BUMKT subject-area at any level |
| Semester 2 | | | |
| | BUMKT2603 | Marketing Research | PR: BUMKT1501 |
| | BUMGT3108 | Future of Business | PR: At least 240 credit points from program BH5 or BI5 or BK5 or BU5 |
| | BUMGT3105 | Leadership and Change | PR: BEHAV2003 or BUECO2301 EX: BUMGT2623 |
| | BUECO3304 | Sustainability and Development | PR: BUECO1300 EX: At least 120 credit points from ANY subject-area at any level |

Additional Information

This course structure applies to students commencing from 2025. Students who commenced prior to 2025 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.

TEQSA have advised that, in accordance with B1.1.3 of [Higher Education Standards Framework \(Threshold Standards\) 2021](#) all Higher Education Providers are required to show their TEQSA Provider number and Provider Category on all relevant public material. ITS have ensured that our website and email signature templates have been amended to ensure compliance and have provided a knowledge article to assist you to update your signatures. Marketing are working to update the brand library and all social media accounts.

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.