

Program Code – BB5

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

Location – Berwick, Gippsland, Mt Helen, Online

Continuing Students – Teach Out

YEAR ONE			
<i>Semester 1</i>	<i>Course Code</i>	<i>Course Name</i>	<i>Pre-requisites</i>
	<i>BUMKT1501</i>	<i>Introduction to Marketing</i>	<i>Nil</i>
	<i>BULAW1502</i>	<i>Fundamentals of Law</i>	<i>Nil</i>
	<i>BUMGT1501</i>	<i>Management Principles</i>	<i>Nil</i>
	<i>BUMGT2621</i>	<i>Business Communication</i>	<i>Nil</i>
<i>Semester 2</i>	<i>Course Code</i>	<i>Course Name</i>	<i>Pre-requisites</i>
	<i>BUECO1509</i>	<i>Principles of Economics</i>	<i>Nil</i>
	<i>BUACC1508</i>	<i>Principles of Accounting and Finance</i>	<i>Nil</i>
	<i>BUHRM1501</i>	<i>Introduction to Human Resource Management</i>	<i>Nil</i>
	<i>BUMKT2604</i>	<i>Social Media Marketing</i>	<i>BUMKT1501 or SPMAN1002</i>
YEAR TWO			
<i>Semester 1</i>	<i>Course Code</i>	<i>Course Name</i>	<i>Pre-requisites</i>
	<i>BUGEN1502</i>	<i>Business Statistics</i>	<i>Nil</i>
	<i>BUGEN2630</i>	<i>Principles of Responsible Business</i>	<i>Nil</i>
	<i>BUHRM2603</i>	<i>Staffing Organisations</i>	<i>BUHRM1501</i>
	<i>BUMKT2601</i>	<i>Services Marketing</i>	<i>BUMKT1501</i>
<i>Semester 2</i>	<i>Course Code</i>	<i>Course Name</i>	<i>Pre-requisites</i>
	<i>BUHRM2601</i>	<i>Human Resource Development</i>	<i>BUHRM1501</i>
	<i>BUHRM2602</i>	<i>Industrial Relations</i>	<i>BUHRM1501</i>
	<i>BULAW2642</i>	<i>Employment Law</i>	<i>BULAW1502</i>
	<i>BUMKT2602</i>	<i>Consumer Behaviour</i>	<i>BUMKT1501 or SPMAN1002</i>

YEAR THREE			
Semester 1	Course Code	Course Name	Pre-requisites
	BUHRM3705	Reward and Performance Management	BUHRM1501
	BUMGT3739	Creativity and Innovation	Nil
	BUMKT3706	Product Management	BUMKT1501 or SPAN1002 plus successful completion of 4 intermediate courses from Business
	BUMKT3705	International Marketing	BUMKT1501 or SPAN1002
Semester 2	Course Code	Course Name	Pre-requisites
	BUHRM3702	Strategic Human Resource Management	BUHRM1501
	BUMKT3701	Marketing Communication	BUMKT1501 or SPAN1002
	BUMKT3702	Marketing Strategy and Analysis	BUMKT1501 or SPAN1002
	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.
- 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 who commenced prior to 2022.
- If you are unable to, or are having difficulties enrolling in *myStudentCentre*, please contact Student HQ on 1800 333 864 or visit the FRED portal - <https://fred.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