

Mid-year Enrolment Course Structure

Course Code – BU5. MM

Course Name – Bachelor of Business (Marketing and Management)

First Year	Unit Code	Unit Name	Unit Rules
Semester 2			
	BUACC1101	Fundamentals of Law	EX: BUACC1004 or BUACC1001
	BUMKT1200	Introduction to Marketing	EX: BUMKT1501 & SPMAN1002
	COOPB1001	Professional Identity (Business)	EX: COOPC1023, COOPI1001, COOPE1001, COOPS1001
	STATS1000	Statistical Methods	
Second Year	Unit Code	Unit Name	Unit Rules
Semester 1			
	BUACC1000	Fundamentals of Accounting and Finance	
	BUECO1300	Introduction to Economics	EX: BUECO1509
	BUMGT1100	Introduction to Management	EX: BUMGT1501
	BUMGT1101	Entrepreneurship and Innovation	EX: BUENT1501 & BUENT2635
Semester 2			
	BUMGT3105	Leadership and Change	PR: BUMGT1100 EX: BUMGT2623
	BUMGT3106	Human Resource Practice & Strategy	PR: BUMGT1100 EX: BUHRM3702
	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			
	BUMGT1103	Contemporary Human Resource Management	
	BUMGT2104	Business Strategy	EX: BUMGT3702
	BUMKT2201	Consumer Behaviour	PR: 60 CREDIT POINTS EX: BUMKT2602
	ITECH1503	Data and Information Systems	EX: GPSIT1103 or ITECH1103 or ITECH5103

Semester 2			
	BEHAV2003	Behaviour in the Workplace	EX: ATSGC3843 & BEHAV3001
	BUMGT3108	Future of Business	PR: At least 240 credit points
	BUMKT3206	Marketing Research	PR: BUMKT2201 EX: BUMKT2603
	ELECTIVE		
Fourth Year	Unit Code	Unit Name	Unit Rules
Semester 1			
	COOPB2011	Co-operative Placement 1 (Business)	PR: COOPB1001 & 105 CREDIT POINTS EX: BUGEN3751, BUGEN3752, SCCOR3003, SCCOR3014, COOPC2003, COOPC2023
	COOPB2012	Co-operative Placement 2 (Business)	PR: COOPB1001 & 105 CREDIT POINTS EX: COOPC2003 or COOPC2023

Additional Information

This course structure applies to mid-year entry students enrolments page.

Course Rules:

Students must complete 360 credit points comprising:

- **105** credit points from **Core Units**, and
- **165** credit points for one **Major** from **Marketing and Management Major**, and
- **75** credit points from **Co-Operative Learning Units**, and
- **15** credit points from **Electives**
- Selected units must include at most **150** credit points at level **1000**
- Selected units must include at least **60** credit points at level **3000**

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.

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.