

Enrolment Program Structure

Mid-Year Intake

Program Code – BB5

Program Name – Bachelor of Business (Management and Marketing)

Year 1 (eg 2017)

| Semester 2 | Course Code | Course Name | Pre requisites |
|------------|-------------|---------------------------|----------------|
| | BUMKT 1501 | Introduction to Marketing | Nil |
| | BUECO 1509 | Principles of Economics | Nil |
| | BUMGT 1501 | Management Principles | Nil |
| | BUHRM 1501 | Introduction to HRM | Nil |

Year 2 (eg 2018)

| Semester 1 | Course Code | Course Name | Pre requisites |
|------------|-------------|--------------------------------------|----------------|
| | BUGEN 2630 | Principles of Responsible Business | Nil |
| | BUMGT 2621 | Business Communication | Nil |
| | BUACC 1508 | Principles of Accounting and Finance | Nil |
| | BULAW 1502 | Fundamentals of Law | Nil |

Semester 2

| | | | |
|--|------------|-------------------------|------------|
| | BUMGT 2614 | Project Management | BUMGT 1501 |
| | BUMKT 3705 | International Marketing | BUMKT 1501 |
| | BUMKT 2602 | Consumer Behaviour | BUMKT 1501 |
| | BUMKT 2604 | Social Media Marketing | Nil |

Year 3 (eg 2019)

| Semester 1 | Course Code | Course Name | Pre requisites |
|------------|-------------|-----------------------------|----------------|
| | BUMGT 2601 | Management Skills | BUMGT 1501 |
| | BUMGT 2602 | Managerial Research Methods | Nil |
| | BUMKT 2601 | Services Marketing | BUMKT 1501 |
| | BUMGT 2606 | Managing People at Work | BUMGT 1501 |

Semester 2

| | | | |
|--|------------|-----------------------------------|------------|
| | BUMGT 3702 | Strategic Management | BUMGT 1501 |
| | BUMGT 3715 | Designing Effective Organisations | BUMGT 1501 |
| | BUMKT 3701 | Marketing Communication | BUMKT 1501 |
| | BUMKT 3702 | Marketing Strategy and Analysis | BUMKT 1501 |

Year 4 (eg 2020)

| Semester 1 | Course Code | Course Name | Pre requisites |
|------------|-------------|---|---|
| | BUHRM 3701 | Management of Change and Organisational Development | BUHRM 1501 |
| | BUMGT 3739 | Creativity & Innovation | Nil |
| | BUMKT 3706 | Product Management | BUMKT 1501 |
| | | Work Integrated Learning course | Completion of at least 16 courses in the program. |

Additional Information

- No more than 10 introductory courses are to be completed.
- All courses have a value of 15 credit points, unless otherwise specified.
- No more than 4 general elective courses from other FedUni schools are to be completed.
- While student are encouraged to complete more, a minimum of five level three courses (3700 range) are to be completed.
- This program structure applies to students commencing from 2016. Students who commenced prior to 2016 should contact the Undergraduate Administrator for appropriate checklist and program information.

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 (ie first, second, third) – introductory, intermediate and advanced level courses