Federation University | Institute of Innovation, Science and Sustainability

Enrolment Program Structure

Program Code – BB5.MRM

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

First Year	Course Code	Course Name	Course Rules
Semester 1			
	BUMKT1501	Introduction to Marketing	
	BULAW1502	Fundamentals of Law	
	BUMGT1501	Management Principles	
	BUMGT2621	Business Communication	
Semester 2			
	BUECO1509	Principles of Economics	
	BUACC1508	Principles of Accounting and Finance	
	BUHRM1501	Introduction to Human Resource Management	
	BUMKT2604	Social Media Marketing	**PR:** BUMKT1501 or SPMAN1002
Second Year	**Course Code**	**Course Name**	**Course Rules**
Semester 1			
	BUGEN1502	Business Statistics	
	BUGEN2630	Principles of Responsible Business	
	BUHRM2603	Staffing Organisations	**PR:** BUHRM1501
	BUMKT2601	Services Marketing	**PR:** BUMKT1501
Semester 2			
	BUHRM2601	Human Resource Development	**PR:** BUHRM1501
	BUHRM2602	Industrial Relations	**PR:** BUHRM1501
	BULAW2642	Employment Law	**PR:** BULAW1502
	BUMKT2602	Consumer Behaviour	**PR:** BUMKT1501 or SPMAN1002

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Third Year	Course Code	Course Name	Course Rules
Semester 1			
	BUENT1501	Creativity and Innovation	
	BUHRM3705	Reward and Performance Management	**PR:** BUHRM1501
	BUMKT3705	International Marketing	**PR:** BUMKT1501 or SPMAN1002
	ITECH2250	IT Project Management Techniques	**PR**: ITECH1001 and at least 7 computing courses **EX**: ITECH3213 and ITECH5213
Semester 2			
	BUHRM3702	Strategic Human Resource Management	**PR:** BUHRM1501
	BUMKT3701	Marketing Communication	**PR:** BUMKT1501 or SPMAN1002
	BUMKT3702	Marketing Strategy and Analysis	**PR:** BUMKT1501 or SPMAN1002
		WIL Course	

Program rules

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.

No more than 4 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

Additional Information

This program structure applies to continuing students.

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 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.

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