

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

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	

Additional Information

This program structure applies to continuing students.

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.