

Enrolment Program Structure

Program Code – BB5

Program Name – Bachelor of Business (Management and Marketing)

Location – Brisbane

Year 2019			
Semester 1	Course Code	Course Name	Pre-requisites
(Term 1907)	BUMGT2621	Business Communication	Nil
	BUACC1508	Principles of Accounting and Finance	Nil
	BULAW1502	Fundamentals of Law	Nil
	BUMGT1501	Management Principles	Nil
Semester 2	Course Code	Course Name	Pre-requisites
(Term 1917)	BUHRM1501	Introduction to Human Resource Management	Nil
	BUECO1509	Principles of Economics	Nil
	BUMKT1501	Introduction to Marketing	Nil
	BUMKT2604	Social Media Marketing	Nil
Summer	Course Code	Course Name	Pre-requisites
(Term 1927)	BUMGT2614	Project Management	Successful completion of 4 courses from the Federation Business School.
	BUMKT2602	Consumer Behaviour	BUMKT1501
	BUGEN2630	Principles of Responsible Business	Nil
	BUMGT3715	Designing Effective Organisations	BUMGT1501
Year 2020			
Semester 4	Course Code	Course Name	Pre-requisites
(Term 2007)	BUMGT2601	Managerial Skills	BUMGT1501
	BUMGT2606	Managing People at Work	BUMGT1501
	BUMKT2601	Services Marketing	BUMKT1501
	BUMGT2602	Managerial Research Methods	Successful completion of at least 6 courses in the Program

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Semester 5	Course Code	Course Name	Pre-requisites
(Term 2017)	BUMGT3702	Strategic Management	BUMGT1501
	BUMKT3702	Marketing Strategy and Analysis	BUMKT1501
	BUMKT3701	Marketing Communication	BUMKT1501
	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.
Summer	Course Code	Course Name	Pre-requisites
(Term 2027)	BUHRM3701	Management of Change & Organisational Development	BUHRM1501
	BUMGT3739	Creativity and Innovation	Nil
	BUMKT3706	Product Management	BUMKT1501 plus successful completion of 4 third level Business courses
	BUMKT3705	International Marketing	BUMKT1501

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.
- 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.
- This program structure applies to students commencing from 2019. Students who commenced prior to 2019 should contact the Undergraduate Administrator for appropriate checklist and program information.
- If you are unable to, or are having difficulties enrolling in *myStudentCentre*, please contact Student HQ on 1800 333 864 or email info@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