

# Enrolment Program Structure

## Program Code – BB5

## Program Name – Bachelor of Business (Management and Marketing)

### First Year

Semester 1	Course Code	Course Name	Pre requisites
	BUMGT 2621	Business Communication	Nil
	BUACC 1508	Principles of Accounting and Finance	Nil
	BULAW 1502	Fundamentals of Law	Nil
	BUMGT 1501	Management Principles	Nil

### Semester 2

	BUECO 1509	Principles of Economics	Nil
	BUHRM 1501	Introduction to HRM	Nil
	BUMKT 1501	Introduction to Marketing	Nil
	BUMKT 2604	Social Media Marketing	Nil

### Second Year

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

### Semester 2

	BUMGT 2614	Project Management	BUMGT 1501
	BUGEN 2630	Principles of Responsible Business	Nil
	BUMKT 2602	Consumer Behaviour	BUMKT 1501
	BUMKT 3705	International Marketing	BUMKT 1501

**Third Year**

Semester 1	Course Code	Course Name	Pre requisites
	BUMGT 3739	Creativity & Innovation	Nil
	BUHRM 3701	Management of Change & Organisational Development	BUHRM 1501
	BUMKT 3706	Product Management	BUMKT 1501
		Work Integrated Learning	Completion of at least 16 courses in the program.
<b>Semester 2</b>			
	BUMKT 3701	Marketing Communication	BUMKT 1501
	BUMGT 3702	Strategic Management	BUMGT 1501
	BUMGT 3715	Designing Effective Organisations	BUMGT 1501
	BUMGT 3702	Marketing Strategy & Analysis	BUMKT 1501

**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 students are encouraged to do more, a minimum of five level three courses (3700 or 3500 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