



BA-BUSMGDM Bachelor of Business (Management and Digital Media)

Program Planner (General) 2020

Student ID:										Date:			/		/	
Student Name:	First: Name:							Family Name:								
Student Signature:																
Staff Name:								Staff Signature:								

PROGRAM PLAN

Units of Study (MANAGEMENT AND DIGITAL MEDIA)					Complete in	
List the units contained in each group of units specified in the course rules. Unit Level 1 = Introductory; 2 = Intermediate; 3 = Advanced						
Unit Code	Unit Title	Pre-requisites	Unit Type	Sem	Tick	
MKT10007	Fundamentals of Marketing		Core unit	1	<input type="checkbox"/>	
MGT10001	Introduction to Management		Core unit	1	<input type="checkbox"/>	
DDM10005	Imaging for Narrative and Storyboards		Core unit	1	<input type="checkbox"/>	
DCO10002	Digital Design		Core unit	1	<input type="checkbox"/>	
ACC10007	Financial Information for Decision Making		Core unit	2	<input type="checkbox"/>	
BUS10012	Innovative Business Practice		Core unit	2	<input type="checkbox"/>	
DDM10006	Typography for Screen and Motion	50 credit points	Core unit	2	<input type="checkbox"/>	
DCO10005	Typography		Core unit	2	<input type="checkbox"/>	
ORG20002	Business and Society	MGT10001	Core unit	3	<input type="checkbox"/>	
INF10003	Introduction to Business Information Systems		Core unit	3	<input type="checkbox"/>	
DCO20004	Web Design		Core unit	3	<input type="checkbox"/>	
DDM20003	Digital Video Camera Techniques	50 credit points	Core unit	3	<input type="checkbox"/>	
ECO10004	Economic Principles		Core unit	4	<input type="checkbox"/>	
ORG20003	Organisational Behaviour	87.5 credit points & MGT10001	Core unit	4	<input type="checkbox"/>	
DCO20001	Brand and Identity Design	50 credit points	Core unit	4	<input type="checkbox"/>	
DDD20004	Contemporary Design Issues		Core unit	4	<input type="checkbox"/>	
DDD30021	Digital Video Compositing	DDM10006 & DDM20003	Core unit	5	<input type="checkbox"/>	
BUS30024	Advanced Innovative Business Practice	175 credit points (includes exemptions) Students should take this unit in their second last semester of study.	Capstone core unit	5	<input type="checkbox"/>	
ORG30003	Organisation Theory and Practice	125 credit points, (ORG20003 & ORG20002)	Core unit	5	<input type="checkbox"/>	
DDM30005	Motion Design New Technologies	150 credit points	Core unit	5	<input type="checkbox"/>	
DDD30022	Motion Graphics Project	DDD30021	Core unit	6	<input type="checkbox"/>	
MGT30005	Strategic Planning	187.5 credit points	Core unit	6	<input type="checkbox"/>	
DDM30001	Motion Design Capstone Project	200 credit points	Capstone core unit	6	<input type="checkbox"/>	

Course Rules

- The maximum number of units to be studied as part of this award is twenty-six units or a maximum of 325 credit points.
- Students may not complete more than 125 credit points (normally 10 units) at Introductory Level. Introductory Level units have “1” as the first numerical digit in the unit code. Eg: For ACC10007, The number “1” indicates that this is an Introductory Level unit.
- A minimum of eight units (100 credit points) must be completed at Swinburne University. This regulation must be observed in study plans that include unit exemptions; studies completed through international exchange, cross institutional study or study abroad.
- A unit can only be counted once as part of a major or minor. Where there is an overlap of a unit, students will be required to complete a predetermined substitute unit.
- It is the student’s responsibility to ensure that the pre-requisites for each unit are met when planning for their progression in their course.

Note: You are strongly advised to keep all unit outlines and to keep track of the units that you have completed using this planner
