

## Bachelor of Business (Management & Digital Media) BA-BUSMGDM

### Recommended Sequence

Units are listed on your Course Planner in a recommended sequence. However, this can be amended depending on unit availability, unit progression, timetabling and the semester in which you commenced your course.

### Year One

Semester 1   Feb/Mar 2022		
Unit Code	Unit Name	Pre-requisites
MKT10007	Fundamentals of Marketing	Nil
MGT10001	Introduction to Management	Nil
DDM10005	Imaging for Narrative and Storyboards	Nil
DCO10005	Typography	Nil
Semester 2   Aug/Sept 2022		
ACC10007	Financial Information for Decision Making	Nil
BUS10012	Innovative Business Practice	Nil
DCO20004	Web Design	Nil
DCO10002	Digital Design	Nil

### Year Two

Semester 3   Feb/Mar 2023		
Unit Code	Unit Name	Pre-requisites
MGT20006	Business and Society	MGT10001
INF10003	Introduction to Business Information Systems	Nil
DDM10006	Typography for Screen and Motion	50 credit points
DCO20001	Brand and Identity Design	50 credit points
Semester 4   Aug/Sept 2023		
ECO10004	Economic Principles	
MGT20007	Organisational Behaviour	87.5 credit points & MGT10001
DDM20003	Digital Video Camera Techniques	50 credit points
DDD20004	Contemporary Design Issues	Nil

### Year Three

Semester 5   Feb/Mar 2024		
Unit Code	Unit Name	Pre-requisites
DDD30021	Digital Video Compositing	DDM10006 & DDM20003
BUS30024	Advanced Innovative Business Practice	175 credit points (includes exemptions). Students are encouraged to take this unit in their second last semester of study.
MGT30009	Organisation Theory and Practice	125 credit points & (MGT20006 & MGT20007)
DDM30005	Motion Design New Technologies	150 credit points
Semester 6   Aug/Sep 2024		
DDD30022	Motion Graphics Project	DDD30021
MGT30005	Strategic Planning	187.5 credit points
DDM30001	Motion Design Capstone Project	200 credit points

### Notes

To complete your study planner, you need to complete 23 core units.

### Course Rules

- The maximum number of units to be studied as part of this award is 26 units or a maximum of 325 credit points (suggested is 24 units or 300 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.

### How to use your Course Planner

Refer to the below table to help explain what units are required each semester throughout your course. The units in your planner are colour coded to assist you with mapping out your studies.

### Course Information

Each unit is equivalent to 12.5 credit points. To qualify for the award of this course, students must complete 23 units (300 credit points) comprising of:

### 23 Core Units 300 credit points

A set of compulsory units you MUST complete as part of your Course.

All commencing students of Master, Degree, Diploma and Foundation courses will be automatically registered for the **Academic Integrity Training Module** in the first semester (Note: Students articulating from Foundation Studies are expected to undertake this unit as a refresher). There are 4 topics in this online module that are recommended for completion during Week 1-4 of your commencing study period. At the end of this module, students are required to complete a quiz comprised of 10 questions and achieve a score of at least 90%.

Ministry of Education requires that all NEW Cohorts pursuing Degree course (International and Malaysian) students must take the MPU units as a prerequisite for the award of their degree.

- Malaysian students: Must take and pass the units as a prerequisite for the award of their degree.
- International students: Must attempt all coursework and final exam as a prerequisite for the award of their degree.