COURSE PLANNER

Bachelor of Business (Marketing)
BA-BUSMKT7

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.

Summer Term

Summer Term | Jan 2022		
Unit Code	**Unit Name**	**Pre-requisites**
MKT10007	Fundamentals of Marketing	Nil
ECO10004	Economic Principles	Nil

Year One

Semester 1 | Feb/Mar 2022		
Unit Code	**Unit Name**	**Pre-requisites**
INF10003	Introduction to Business Information Systems	Nil
BUS10012	Innovative Business Practice	Nil
ACC10007	Financial Information for Decision Making	Nil
MGT10001	Introduction to Management	Nil
Semester 2 | Aug/Sept 2022		
MKT20025	Consumer Behaviour	MKT10007
MKT20031	Marketing and Innovation	MKT10007 and Anti-requisite: MKT20024
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	

Year Two

Semester 3 | Feb/Mar 2023		
Unit Code	**Unit Name**	**Pre-requisites**
MKT20021	Integrated Marketing Communication	MKT10007
MKT20019	Marketing Research and Analytics	87.5 credit points & MKT10007
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
Semester 4 | Aug/Sept 2023		
MKT20032	Frontiers in Digital Marketing	MKT20031 or MKT20019 or MKT20024
MKT30018	Marketing Insights	150 credit points & MKT20019
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	

Year Three

Semester 5 | Feb/Mar 2024		
Unit Code	**Unit Name**	**Pre-requisites**
BUS30024	Advanced Innovative Business Practice	175 credit points (includes exemptions). Students are encouraged to take this unit in their second last semester of study.
MKT30017	Innovative Branding	162.5 credit points & MKT20025
MKT30016	Marketing Strategy and Planning	175 credit points & MKT20025
	Second Major/Minor/Elective	
Semester 6| Aug/Sep 2024		
BUS30009	Industry Consulting Project	BUS30010 or BUS30024
	Second Major/Minor/Elective	

Notes

To complete your study planner, please select either (as seen on Page 2 of this study planner):

1. One co-major (8 units) OR
2. One Second-Major (8 units) OR
3. Two minors (4 units in each minor), OR
4. One minor (4 units in each minor) and 4 electives, OR
5. 8 electives.

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 24 units (300 credit points) comprising of:

8 Core Units
100 credit points
A set of compulsory units you MUST complete as part of your Course.

8 Marketing Discipline Units
100 credit points
A set of compulsory units you MUST complete as part of your Course.

8 Second Major/Minor/Elective Units
100 credit points
A Second Major or a combination of Minors or Elective units.
A Second Major is a set of 8 units from the selected study area.
A Minor is a set of 4 units from the selected study area.
An Elective is a standalone unit from any study area.

All commencing students of Master, Degree, Diploma and Foundation programs 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 program (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

COURSE PLANNER

Second-Major Listing

ACCOUNTING
ACC10008 Financial Information Systems
FIN10002 Financial Statistics
ACC20013 Company Accounting
ACC20007 Management Accounting for Planning & Control
FIN20014 Financial Management
ACC30010 Auditing
ACC30008 Accounting Theory
ACC30005 Taxation

FINANCE
FIN10002 Financial Statistics
FIN20014 Financial Management
FIN20016 Ethics and International Finance
LAW20045 Finance Law
FIN30014 Financial Risk Management
FIN30016 Management of Investment Portfolios
FIN30020 Alternative Investments
FIN30021 Fixed Income and Debt Markets

HUMAN RESOURCE MANAGEMENT
HRM10003 Human Resource Management
HRM20016 Dynamics of Diversity in Organisations
HRM20017 Managing Workplace Relations
HRM20020 Performance Management and Innovation
MGT20007 Organisational Behaviour
HRM30002 International HRM
HRM30011 Human Resource Analytics
LAW30005 Law of Employment

INTERNATIONAL BUSINESS
INB10002 International Business Operations
FIN20016 Ethics of International Finance
INB20009 Global and Digital Marketplaces
INB20012 Asian Regionalism & Global Business
SCM20003 Global Logistics & Supply Chain Management
HRM30002 International Human Resource Management
INB30020 Sustainable International Business Strategy
INB30025 Global Business across Cultures

MANAGEMENT
HRM10003 Human Resource Management
MGT10002 Critical Thinking in Management
MGT20006 Business and Society
MGT20007 Organisational Behaviour
PRM30001 Project Management Essentials
MGT30005 Strategic Planning
MGT30008 Leadership Practice and Skills
MGT30009 Organisation Theory and Practice

Minor Listing

Accounting
ACC10008 Financial Information Systems
ACC20007 Management Accounting for Planning & Control
ACC20013 Company Accounting
ACC30005 Taxation

International Business
INB10002 International Business Operations
INB20009 Global and Digital Marketplaces
INB20012 Asian Regionalism & Global Business
INB30020 Sustainable International Business Strategy

Human Resource Management
HRM10003 Human Resource Management
HRM20016 Dynamics of Diversity in Organisations
HRM20017 Managing Workplace Relations
*For Business students, select any **one** of the following:
HRM20020 Performance Management and Innovation
LAW30005 Law of Employment
*For Management major students, please complete **two** of the following:
HRM20020 Performance Management and Innovation
LAW30005 Law of Employment

Finance
FIN10002 Financial Statistics
FIN20014 Financial Management
FIN30016 Management of Investment Portfolios
Choose any **one** of the following:
LAW20045 Finance Law
FIN30014 Financial Risk Management

Management
MGT10001 Introduction to Management
MGT20007 Organisational Behaviour
MGT20006 Business and Society
MGT30005 Strategic Planning
*For Business students, select any **one** of the following to replace MGT10001:
MGT10002 Critical Thinking in Management
MGT30008 Leadership Practice and Skills

Entrepreneurship
ENT10001 Entrepreneurship and Opportunity
ENT20006 Lean Startup Springboard
ENT20008 Startup Funding and Investment
ENT30015 Launching New Ventures

Non- Business Minor

Social Media
MDA10006 Innovation Cultures: Perspectives on Science and Technology
MDA20003 Networked Selves
MDA20009 Digital Communities
MDA30012 Researching Social Media Public