

Bachelor of Business (Marketing)

BA-BUSMKT7

Semester 1 | 2023

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 2023 | | |
|----------------------------|--|---------------------------------------|
| Unit Code | Unit Name | Pre-requisites |
| ACC10007 | Financial Information for Decision Making | Nil |
| MGT10009 | Contemporary Management Principles | Nil |
| MKT10009 | Marketing and the Consumer Experience | Nil |
| ECO10005 | Economic for Business Decision Making | Nil |
| MPU3193 | Philosophy and Current Issues (Malaysian and International Students) | Nil |
| Winter Term Jul 2023 | | |
| MPU3212 | Bahasa Kebangsaan A (Malaysian students who do not have SPM Bahasa Melayu credit) | Nil |
| Semester 2 Aug/Sept 2023 | | |
| INF10024 | Business Digitalisation | Nil |
| BUS10012 | Innovative Business Practice | Nil |
| MKT20025 | Consumer Behaviour | MKT10009 |
| MKT20031 | Marketing and Innovation | MKT10009 and Anti-requisite: MKT20024 |
| MPU3183 | Penghayatan Etika dan Peradaban (Malaysian Students Only) | Nil |
| MPU3143 | Malay Language Communication 2 (International Students Only) | Nil |

Year Two

| Semester 3 Feb/Mar 2024 | | |
|----------------------------|------------------------------------|----------------------------------|
| Unit Code | Unit Name | Pre-requisites |
| MKT20021 | Integrated Marketing Communication | MKT10009 |
| MKT20019 | Marketing Research and Analytics | 87.5 credit points & MKT10009 |
| | Second Major/Minor/Elective | |
| | Second Major/Minor/Elective | |
| Semester 4 Aug/Sept 2024 | | |
| 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

| Summer Term Jan 2025 | | |
|----------------------------|---|--|
| Unit Code | Unit Name | Pre-requisites |
| BUS20015* | - Completing WIL as an exemption to 2 electives - Students need to complete at least 12 units to enrol Optional - WIL placement can be taken in Year Three | |
| Semester 5 Feb/Mar 2025 | | |
| BUS30031 | Sustainable 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 | |
| Winter Term Jul 2025 | | |
| BUS20015* | - Completing WIL as an exemption to 2 electives - Students need to complete at least 12 units to enrol Optional - WIL placement can be taken in Year Three | |
| Semester 6 Aug/Sept 2025 | | |
| BUS30032 | Business Consulting Project | BUS30010 or BUS30031 |
| | Second Major/Minor/Elective | |
| | Second Major/Minor/Elective | |
| | Second Major/Minor/Elective | |

Notes

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

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

General Studies/Mata Pelajaran Umum

0 credit points

* Compulsory units to complete as a pre-requisite to graduate (see statement below)

* Advisable to enrol in Year One

* Email ltu@swinburne.edu.my for queries

Work-Integrated Learning Placement

(3 month) – Offer in Winter/Summer

Term

25 credit points

* An option for students and completing WIL placement is equivalent to two elective units exemption.

* Students need to complete at least 12

units if they want to enrol in WIL placement

* WIL placement can be taken in Year Three

* Email ltu@swinburne.edu.my for queries

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

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

HRM10004 Human Resource Practice
 HRM20016 Dynamics of Diversity in Organisations
 HRM20017 Managing Workplace Relations
 HRM20020 Performance Management and Innovation
 MGT20007 Organisational Behaviour
 HRM30012 Digital Management and the Future of Work
 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
 HRM30012 Digital Management and the Future of Work
 INB30020 Sustainable International Business Strategy
 INB30025 Global Business across Cultures

MANAGEMENT

HRM10003 Human Resource Management
 MGT10010 Ethics of Innovation
 MGT20008 Business, Society and Sustainability
 MGT20007 Organisational Behaviour
 PRM30001 Project Management Essentials
 MGT30005 Strategic Planning
 MGT30008 Leadership Practice and Skills
 HRM30012 Digital Management and the Future of Work

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

HRM10004 Human Resource Practice
 HRM20016 Dynamics of Diversity in Organisations
 HRM20017 Managing Workplace Relations
For Business students, select any **one of the following:*
 MGT30005 Strategic Planning
 LAW30005 Law of Employment

Finance

FIN10002 Financial Statistics
 FIN20014 Financial Management
 FIN30016 Management of Investment Portfolios
For Business students, select any **one of the following:*
 LAW20045 Finance Law
 FIN30014 Financial Risk Management

Management

MGT10009 Contemporary Management Principles
 MGT20007 Organisational Behaviour
 MGT20008 Business, Society and Sustainability
 MGT30005 Strategic Planning
For Business students, select any **one of the following to replace MGT10009:*
 MGT100010 Ethics in Innovation
 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

Work Integrated Learning Placement

BUS20015 Work Integrated Learning Placement - Business (Intensive)
** An option for students and completing WIL placement is equivalent to two elective units exemption.*
** Students need to complete at least 12 units if they want to enrol in WIL placement*
** WIL placement can be taken in Year Three*