

## Bachelor of Business

### BA-BUS11

Semester 1 | 2024

#### 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 2024		
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	Economics for Business Decision Making	Nil
MPU3273	Integrity and Anti-Corruption <i>(All Students)</i>	Nil
Winter Term   Jul 2024		
MPU3212	Bahasa Kebangsaan A <i>(Degree local student with no SPM BM credit)</i>	Nil
Semester 2   Aug/Sept 2024		
INF10024	Business Digitalisation	Nil
BUS10015	Design Thinking and Teamwork	Nil
	Professional Major Unit	
	Professional Major Unit	
MPU3193	Philosophy and Current issues <i>(All students)</i>	Nil

## Year Two

Semester 3   Feb/Mar 2025		
Unit Code	Unit Name	Pre-requisites
	Professional Major Unit	
	Professional Major Unit	
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
MPU3183	Penghayatan Etika dan Peradaban <i>(Local Students)</i>	Nil
MPU3143	Bahasa Melayu Komunikasi 2 <i>(International students)</i>	Nil
Semester 4   Aug/Sept 2025		
	Professional Major Unit	
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	

## Year Three

Summer Term   Jan 2026		
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 <i>Optional</i> - WIL placement can be taken in Year Three	
Semester 5   Feb/Mar 2026		
BUS30031	Sustainable Business Practice	175 Credit points (includes exemptions). Students are encouraged to take this unit in their second last semester of study
	Professional Major Unit	
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
Winter Term   Jul 2026		
BUS20015*	- Completing WIL as an exemption to 2 electives - Students need to complete at least 12 units to enrol <i>Optional</i> - WIL placement can be taken in Year Three	
Semester 6   Aug/Sept 2026		
BUS30032	Business Consulting Project	BUS30024 Advanced Innovative Business Practice OR BUS30031 Sustainable Business Practice
	Professional Major Unit	
	Professional Major Unit	
	Second Major/Minor/Elective	

#### Notes

To complete your study planner, please select either (please refer to Page 2 of this study planner for the unit listings for your major, second major and minors):

1. One major (8 units), AND
  - a. One co-major (8 units) OR
  - b. One Second-Major (8 units) OR
  - c. Two minors (4 units in each minor), OR
  - d. One minor (4 units in each minor) and 4 electives, OR
  - e. 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 Professional Major Units

100 credit points

A structured set of 8 units or 100 credit points in a field of study specific to 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 [tu@swinburne.edu.my](mailto:tu@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 [tu@swinburne.edu.my](mailto:tu@swinburne.edu.my) for queries

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



## Major/Second-Major Listing

### **ACCOUNTING**

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

### **FINANCE**

BUS10014 Business for Sustainability, Social Change and Impact  
 FIN10002 Financial Statistics  
 FIN20014 Financial Management  
 FIN20016 Ethics and International Finance  
 FIN30014 Financial Risk Management  
 FIN30016 Management of Investment Portfolios  
 FIN30020 Alternative Investments  
 FIN30021 Fixed Income and Debt Markets

### **INTERNATIONAL BUSINESS**

BUS10014 Business for Sustainability, Social Change and Impact  
 HRM30012 Digital Management and the Future of Work  
 INB10002 International Business Operations  
 INB20009 Global and Digital Marketplaces  
 INB20012 Asian Regionalism & Global Business  
 INB30020 Sustainable International Business Strategy  
 INB30025 Global Business across Cultures  
 SCM20003 Global Logistics & Supply Chain Management

### **HUMAN RESOURCE MANAGEMENT**

BUS10014 Business for Sustainability, Social Change and Impact  
 HRM10004 Human Resource Practices  
 HRM20016 Dynamics of Diversity in Organisations  
 HRM20017 Managing Workplace Relations  
 HRM30011 Human Resource Analytics  
 HRM30012 Digital Management and the Future of Work  
 LAW30005 Law of Employment  
 MGT20007 Organisational Behaviour

### **MARKETING**

BUS10014 Business for Sustainability, Social Change and Impact  
 MKT20019 Marketing Research and Analytic  
 MKT20021 Integrated Marketing Communication  
 MKT20025 Consumer Behaviour  
 MKT20031 Marketing and Innovation  
 MKT20032 Frontiers in Digital Marketing  
 MKT30016 Marketing Strategy and Planning  
 MKT30018 Marketing Insights

### **MANAGEMENT**

BUS10014 Business for Sustainability, Social Change and Impact  
 HRM30012 Digital Management and the Future of the Work  
 MGT10010 Ethics of Innovation  
 MGT20007 Organisational Behaviour  
 MGT20008 Business, Society and Sustainability  
 MGT30005 Strategic Planning  
 MGT30008 Leadership Practice and Skills  
 PRM30001 Project Management Essentials  
*\* For Human Resource Management major students, select **two** elective units to replace HRM10004 and MGT20007. Additionally, take INB30025 to replace HRM30012.*

*\*For Business students intending to pursue majors in 'Accounting' or 'Accounting and Finance', please approach your Discipline Leader to advise you on your study planner (see FBDA Staff Listing for Contact Details; <https://www.swinburne.edu.my/directory/faculty-of-business-design-and-arts.php>).*

## Minor Listing

### **Accounting**

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

### **Human Resource Management**

HRM10004 Human Resource Practices  
 HRM20016 Dynamics of Diversity in Organisations  
 HRM20017 Managing Workplace Relations  
 MGT10009 Contemporary Management Principles  
*\*For Business students, select any **one** of the following to replace MGT10009:  
 HRM20020 Performance Management and Innovation  
 LAW30005 Law of Employment*

### **International Business**

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

### **Finance**

FIN10002 Financial Statistics  
 FIN20014 Financial Management  
 FIN30016 Management of Investment Portfolios  
*\*For Business students, select any **one** of the following:  
 FIN30014 Financial Risk Management  
 FIN30020 Alternative Investments  
 FIN30021 Fixed Income and Debt Markets*

### **Marketing**

MKT10009 Marketing and the Consumer Experience  
 MKT20021 Integrated Marketing Communication  
 MKT20025 Consumer Behaviour  
 MKT30016 Marketing Strategy and Planning  
*\*For Business students, select MKT20031 to replace MKT10009  
 \* Students cannot do this minor if they have chosen a Digital Marketing minor*

### **Management**

MGT10009 Contemporary Management Principles  
 MGT10010 Ethics of Innovation  
 MGT20008 Business, Society and Sustainability  
 MGT30008 Leadership Practice and Skills  
*\*For Business students, select the following to replace MGT10009:  
 PRM30001 Project Management Essentials*

### **Entrepreneurship**

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

### **Digital Marketing**

MKT10009 Marketing and the Consumer Experience  
 MKT20019 Marketing Research and Analytics  
 MKT20032 Frontiers in Digital Marketing  
 MKT30018 Marketing Insights  
*\*For Business students, select MKT20031 to replace MKT10009  
 \*Students cannot do this minor if they have chosen Marketing minor*

### **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*