

## Bachelor of Business (Marketing)

### BA-BUSMKT7

Semester 2 | 2022

#### 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   Aug/Sept 2022		
Unit Code	Unit Name	Pre-requisites
ACC10007	Financial Information for Decision Making	Nil
MGT10001	Introduction to Management	Nil
MKT10007	Fundamentals of Marketing	Nil
ECO10004	Economic Principles	Nil
Semester 2   Feb/Mar 2023		
INF10003	Introduction to Business Information Systems	Nil
BUS10012	Innovative Business Practice	Nil
MKT20025	Consumer Behaviour	MKT10007
MKT20031	Marketing and Innovation	MKT10007 and Anti-requisite: MKT20024

### Year Two

Semester 3   Aug/Sept 2023		
Unit Code	Unit Name	Pre-requisites
MKT20021	Integrated Marketing Communication	MKT10007 MKT20031 or MKT20019 or MKT20024
MKT20032	Frontiers in Digital Marketing	MKT20019 or MKT20024
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
Semester 4   Feb/Mar 2024		
MKT20019	Marketing Research and Analytics	87.5 credit points & MKT10007
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	

### Year Three

Semester 5   Aug/Sept 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.
MKT30018	Marketing Insights	150 credit points & MKT20019
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
Semester 6   Feb/Mar 2025		
BUS30009	Industry Consulting Project	BUS30010 or BUS30024
MKT30017	Innovative Branding	162.5 credit points & MKT20025
MKT30016	Marketing Strategy and Planning	175 credit points & MKT20025
	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.

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**

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

### **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**

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