

## Bachelor of Business (International Business)

### BA-BUSINB5

Semester 2 | 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.

Semester 1   Aug/Sep 2023		
Unit Code	Unit Name	Pre-requisites
ACC10007	Financial Information for Decision Making	Nil
MGT10009	Contemporary Management Principles	Nil
ECO10005	Economics for Business Decision Making	Nil
MKT10009	Marketing and the Consumer Experience	Nil
MPU3193	Philosophy and Current Issues (Malaysian and International Students)	Nil
Winter Term   Jan2024		
MPU3212	Bahasa Kebangsaan A (Malaysian students who do not have SPM Bahasa Melayu credit)	Nil
Semester 2   Feb/Mar 2024		
INF10024	Business Digitalisation	Nil
BUS10012	Innovative Business Practice	Nil
INB10002	International Business Operations	Nil
INB20009	Global and Digital Marketplace	Nil
MPU3183	Penghayatan Etika dan Peradaban (Malaysian Students Only)	Nil
MPU3143	Malay Language Communication 2 (International Students Only)	Nil

## Year Two

Semester 3   Aug/Sep 2024		
Unit Code	Unit Name	Pre-requisites
FIN20016	Ethics and International Finance	ECO10005
SCM20003	Global Logistics and Supply Chain Management	50 credit points and Anti-requisite: INB20008
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
Semester 4   Feb/Mar 2025		
INB20012	Asian Regionalism & Global Business	137.5 credit points & INB10002
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	

## Year Three

Semester 5   Aug/Sep 2025		
Unit Code	Unit Name	Pre-requisites
BUS30031	Sustainable Business Practice	175 credit points (includes exemptions). Students are encouraged to take this unit in their second last semester of study.
HRM30012	Digital Management and the Future of Work	150 credit points & MGT10009 or HRM10024
INB30025	Global Business across Cultures	150 credit points
	Second Major/Minor/Elective	
Winter Term   Jan 2026		
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   Feb/Mar 2026		
BUS30032	Business Consulting Project	BUS30010 or BUS30031
INB30020	Sustainable International Business Strategy	175 credit points & INB20012
	Second Major/Minor/Elective	
	Second Major/Minor/Elective	
Summer Term   Jul 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 Optional - WIL placement can be taken in Year Three	

#### 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 International Business 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 [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 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  
*\*For International Business students, select MGT20007 to replace FIN20016*

### **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  
*\*For International Business students, select MGT30005 to replace HRM30012*

### **MARKETING**

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  
 MKT30017 Innovative Branding  
 MKT30018 Marketing Insights

### **MANAGEMENT**

HRM10004 Human Resource Practices  
 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  
*\*For International Business students, select MKT20021 to replace HRM30012.*

## 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  
*\*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*

### **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  
 MGT20007 Organisational Behaviour  
 MGT20008 Business, Society and Sustainability  
 MGT30005 Strategic Planning  
*\*For Business students, select any **one** of the following to replace MGT10009:  
 MGT10010 Ethics of Innovation  
 MGT30008 Leadership Practice and Skills*

### **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*