

# COURSE PLANNER

## Bachelor of Business (Marketing)

### BA-BUSMKT8

Semester 2 | 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   Aug/Sep 2024		
Unit Code	Unit Name	Pre-requisites
ACC10007	Financial Information for Decision Making	Nil
MKT10009	Marketing and the Consumer Experience	Nil
MGT10009	Contemporary Management Principles	Nil
ECO10005	Economics for Business Decision Making	Nil
MPU3273	Integrity and Anti-Corruption <i>(All Students)</i>	Nil
Summer Term   Jan 2025		
MPU3212	Bahasa Kebangsaan A <i>(Degree local student with no SPM BM credit)</i>	Nil
Semester 2   Feb/Mar 2025		
INF10024	Business Digitalisation	Nil
BUS10015	Creative Mindset and Entrepreneurship	Nil
MKT20025	Consumer Behaviour	MKT10009
MKT20031	Marketing and Innovation	MKT10009 and Anti-requisite: MKT20024
MPU3193	Philosophy and Current issues <i>(All students)</i>	Nil

## Year Two

Semester 3   Aug/Sept 2025		
BUS10014	Business for Sustainability, Social Change and Impact	Nil
MKT20021	Integrated Marketing Communication	MKT10009
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   Feb/Mar 2026		
MKT20019	Marketing Research and Analytics	87.5 credit points & MKT10009
Second Major/Minor/Elective		
Second Major/Minor/Elective		
Second Major/Minor/Elective		

## Year Three

Winter 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 <i>Optional</i> - WIL placement can be taken in Year Three	
Semester 5   Aug/Sept 2026		
BUS30031	Sustainable Business Practice	175 credit points (includes exemptions). Students are encouraged to take this unit in their second last semester of study.
MKT20032	Frontiers in Digital Marketing	MKT20031 or MKT20019 or MKT20024
MKT30018	Marketing Insights	150 credit points & MKT20019
Second Major/Minor/Elective		
Summer Term   Jan 2027		
BUS20015*	- Completing WIL as an exemption to 2 electives - Students need to complete at least 12 units to enrol - WIL placement can be taken in Year Three	
Semester 6   Feb/Mar 2027		
BUS30032	Business Consulting Project	BUS30010 or BUS30031
MKT30016	Marketing Strategy and Planning	175 credit points & MKT20025
Second Major/Minor/Elective		
Second Major/Minor/Elective		

#### Notes

To complete your study planner, please select either:

- 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 twenty-six units or a maximum of 325 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](mailto: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](mailto:ltu@swinburne.edu.my) for queries

All commencing students of Bachelor of Business courses will be automatically registered for the Academic Integrity Training Module (AIMFBDA) in the first semester (Note: Students articulating from Foundation Studies are expected to undertake AIMFBDA 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.

## Bachelor of Business (Marketing)

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#### 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**

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  
*\* For Business students, select ACC20007 to replace BUS10014*

##### **HUMAN RESOURCE MANAGEMENT**

BUS10014 Business for Sustainability, Social Change and Impact  
 HRM10004 Human Resource Practice  
 HRM20016 Dynamics of Diversity in Organisations  
 HRM20017 Managing Workplace Relations  
 MGT20007 Organisational Behaviour  
 HRM30012 Digital Management and the Future of Work  
 HRM30011 Human Resource Analytics  
 LAW30005 Law of Employment  
*\* For Marketing major students, select MGT20008 to replace BUS10014.*

##### **INTERNATIONAL BUSINESS**

INB10002 International Business Operations  
 BUS10014 Business for Sustainability, Social Change and Impact  
 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  
*\* For Marketing major students, select MGT20008 to replace BUS10014.*

##### **MANAGEMENT**

BUS10014 Business for Sustainability, Social Change and Impact  
 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 Marketing major students, select SCM20003 to replace BUS10014.*

#### 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 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

##### **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

##### **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

##### **Non- Business Minor**

##### **Social Media**

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