

COURSE PLANNER

Bachelor of Business (Marketing)

BA-BUSMKT8

Semester 1 | 2026



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 Mar 2026		
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
MPU3272	Integrity and Anti-Corruption <i>(All Students)</i>	Nil
Winter Term June 2026		
MPU3212	Bahasa Kebangsaan A <i>(Degree local student with no SPM BM credit)</i>	Nil
Semester 2 Aug/Sep 2026		
INF10024	Business Digitalisation	Nil
BUS10015	Creative Mindset and Entrepreneurship	Nil
MKT20025	Consumer Behaviour	MKT10009
MKT20031	Marketing and Innovation	MKT10009 and Anti-requisite: MKT20024
MPU3182	Penghayatan Etika dan Peradaban <i>(Local Students)</i>	Nil
MPU3142	Bahasa Melayu Komunikasi 2 <i>(International students)</i>	Nil

Year Two

Semester 3 Mar 2027		
BUS10014	Business for Sustainability, Social Change and Impact	Nil
MKT20019	Marketing Research and Analytics	87.5 credit points & MKT10009
INB10002	International Business Operations	Nil
MGT10010	Ethics of Innovation	Concurrent Pre-req: MGT10009
MPU3192	Philosophy and Current issues <i>(All students)</i>	Nil
Semester 4 Aug/Sep 2027		
MKT20032	Frontiers in Digital Marketing	MKT20031 or MKT20019 or MKT20024
MKT20021	Integrated Marketing Communication	MKT10009
INB20012	Asian Regionalism & Global Business	137.5 credit points & INB10002
MGT20008	Business, Society and Sustainability	MGT10009
MPU3412	Service Learning	Nil

Year Three

Summer Term Jan 2028		
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 Mar 2027		
BUS30031	Sustainable Business Practice	175 credit points (includes exemptions). Students are encouraged to take this unit in their second last semester of study.
MKT30016	Marketing Strategy and Planning	175 credit points & MKT20025
MGT30008	Leadership Practice and Skills	187.5 credit points & MGT10009
INB20009	Global and Digital Marketplaces	Nil
Winter Term Jul 2028		
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/Sep 2028		
BUS30032	Business Consulting Project	BUS30010 or BUS30031
MKT30018	Marketing Insights	150 credit points & MKT20019
PRM30001	Project Management Essentials (Do not enrol in this unit if you plan to enrol for or have successfully completed BUS20015 Work Integrated Learning Placement.)	100 credit points
INB30020	Sustainable International Business Strategy (Do not enrol in this unit if you plan to enrol for or have successfully completed BUS20015 Work Integrated Learning Placement.)	175 credit points & INB20012

Notes

To complete your study planner, please select either:

1.

One co-major (8 units), OR
2.

One second-major (8 units), OR
3.

Two minors (4 units in each minor), OR
4.

One minor (4 units in each minor) and 4 electives, OR

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.

6 Minor/Elective Units

75 credit points

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 or 2 Elective Units

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 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 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.

5. 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.