

BBA CURRICULUM & CREDITS | SPECIALISATION: MARKETING

Unit Code	Subject	Credit	EFTSL	Type of Unit	Pre-requisites or co-requisites	Delivery mode
Semester 1						
BBA MGT 106	Principles of Management	3	0.09375	Core	Nil	F2F
BBA ECO 104	Microeconomics	3	0.09375	Core	Nil	F2F
BBA LIB 106	World Cultures	3	0.09375	Core	Nil	F2F
BBA MAT 102	Digital Readiness in Business	3	0.09375	Core	Nil	F2F
BBA COM 104	Business Communication	3	0.09375	Core	Nil	F2F
BBA HRM 103	Foundation Skills 1: Personal & Career Foundations	1	0.03125	Core	Nil	F2F
	Total Semester 1 Credits	16				
Semester 2						
BBA ECO 103	Macroeconomics	3	0.09375	Core	Nil	F2F
BBA LIB 107	Sustainability & Corporate Social Responsibility	3	0.09375	Core	Nil	F2F
BBA MKT 108	Marketing	3	0.09375	Core	Nil	F2F
BBA AI 101	Introduction to AI in Business	3	0.09375	Core	Nil	F2F
BBA PRO 104	Regional Immersion Project 1 (RIP 1)	3	0.09375	Core	Nil	F2F
BBA LIB 108	Foundation Skills 2: Ethics and Moral Reasoning	1	0.03125	Core	Nil	F2F
	Total Semester 2 Credits	16				
Semester 3						
BBA ORG 203	Organisational Behaviour	3	0.09375	Core	Nil	F2F
BBA QTT 207	Statistics	3	0.09375	Core	Nil	F2F
BBA OPS 203	Supply Chain, Logistics and Operations Management	3	0.09375	Core	Nil	F2F
BBA ACC 204	Financial Accounting	3	0.09375	Core	Nil	F2F
BBA BUS 203	Business Disruptive Technology	3	0.09375	Core	Nil	F2F
BBA ORG 204	Employability and Practitioner Skills Series 1: Emotional Intelligence	1	0.03125	Core	Foundation Skills 1 & 2	F2F
	Total Semester 3 Credits	16				
Semester 4						
BBA FIN 207	Corporate Finance	3	0.09375	Core	Nil	F2F
BBA QTT 208	Decision Science & Analytics	3	0.09375	Core	Statistics	F2F
BBA QTT 209	Research Methodology	3	0.09375	Core	Nil	F2F
BBA DSC 201	Data Science for Business	3	0.09375	Core	Statistics	F2F
BBA PRO 205	Regional Immersion Project 2 (RIP 2)	3	0.09375	Core	Nil	F2F
BBA HRM 204	Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity	1	0.03125	Core	Foundation Skills 1 & 2 ; Employability and Practitioner Skills Series 1: Emotional Intelligence	F2F
	Total Semester 4 Credits	16				

Semester 5						
BBA HRM 306	Strategic Human Resources Management	3	0.09375	Core	Nil	F2F
BBA ACC 307	Strategic Cost Accounting	3	0.09375	Core	Nil	F2F
BBA ENT 306	Foundations of Entrepreneurship	3	0.09375	Core	Corporate Finance	
BBA MKT 310	Client Relationship Management	3	0.09375	Elective	Marketing	F2F
BBA MKT 312	AI - Driven Digital Marketing	3	0.09375	Elective	Marketing	F2F
BBA COM 304	Employability and Practitioner Skills Series 3: Communicating Effectively	1	0.03125	Core	Foundation Skills 1 & 2 and Employability and Practitioner Skills Series 1 & 2	F2F
	Total Semester 5 Credits	16				
Semester 6						
BBA LAW 302	Business Law	3	0.09375	Core	Nil	F2F
BBA QTT 310	Decision Making	3	0.09375	Core	Decision Science & Analytics	F2F
BBA QTT 311	Advanced Quantitative Methods & Modeling	3	0.09375	Core	Statistics	F2F
BBA MKT 311	Sales and Channel Management	3	0.09375	Elective	Marketing	F2F
BBA PRO 306	Project Management	3	0.09375	Core	Nil	F2F
BBA BUS 304	Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility	1	0.03125	Core	Foundation Skills 1 & 2 ; Employability and Practitioner Skills Series 3: Effective Communication	F2F
	Total Semester 6 Credits	16				
Semester 7						
BBA MGT 407	Strategic Management	3	0.136363636	Core	Principles of Management	F2F
BBA MGT 408	Australian Business Environment	3	0.136363636	Core	Macro Economics	F2F
BBA AI 401	Advanced AI in Business	3	0.136363636	Core	Introduction to AI in Business	F2F
BBA MKT 412	Branding & Communications	3	0.136363636	Elective	Marketing	F2F
	Total Semester 7 Credits	12				
Semester 8						
BBA MKT 415	Cross - Cultural Marketing	3	0.136363636	Elective	Marketing	F2F
BBA MKT 414	Retail Management	3	0.136363636	Elective	Marketing	F2F
BBA CPP 403	Action Learning Project (ALP)	4	0.181818182	Core	Research Methodology, Regional Immersion Project 1& 2	F2F
	Total Semester 8 Credits	10				
Total for BBA Course		118				

BBA CURRICULUM & CREDITS | SPECIALISATION: FINANCE

Unit Code	Subject	Credit		Type of Unit	Pre-requisites or co-requisites	Delivery mode
Semester 1						
BBA MGT 106	Principles of Management	3	0.09375	Core	Nil	F2F
BBA ECO 104	Microeconomics	3	0.09375	Core	Nil	F2F
BBA LIB 106	World Cultures	3	0.09375	Core	Nil	F2F
BBA MAT 102	Digital Readiness in Business	3	0.09375	Core	Nil	F2F
BBA COM 104	Business Communication	3	0.09375	Core	Nil	F2F
BBA HRM 103	Foundation Skills 1: Personal & Career Foundations	1	0.03125	Core	Nil	F2F
	Total Semester 1 Credits	16				
Semester 2						
BBA ECO 103	Macroeconomics	3	0.09375	Core	Nil	F2F
BBA LIB 107	Sustainability & Corporate Social Responsibility	3	0.09375	Core	Nil	F2F
BBA MKT 108	Marketing	3	0.09375	Core	Nil	F2F
BBA AI 101	Introduction to AI in Business	3	0.09375	Core	Nil	F2F
BBA PRO 104	Regional Immersion Project 1 (RIP 1)	3	0.09375	Core	Nil	F2F
BBA LIB 108	Foundation Skills 2: Ethics and Moral Reasoning	1	0.03125	Core	Nil	F2F
	Total Semester 2 Credits	16				
Semester 3						
BBA ORG 203	Organisational Behaviour	3	0.09375	Core	Nil	F2F
BBA QTT 207	Statistics	3	0.09375	Core	Nil	F2F
BBA OPS 203	Supply Chain, Logistics and Operations Management	3	0.09375	Core	Nil	F2F
BBA ACC 204	Financial Accounting	3	0.09375	Core	Nil	F2F
BBA BUS 203	Business Disruptive Technology	3	0.09375	Core	Nil	F2F
BBA ORG 204	Employability and Practitioner Skills Series 1: Emotional Intelligence	1	0.03125	Core	Foundation Skills 1 & 2	F2F
	Total Semester 3 Credits	16				
Semester 4						
BBA FIN 207	Corporate Finance	3	0.09375	Core	Nil	F2F
BBA QTT 208	Decision Science & Analytics	3	0.09375	Core	Statistics	F2F
BBA QTT 209	Research Methodology	3	0.09375	Core	Nil	F2F
BBA DSC 201	Data Science for Business	3	0.09375	Core	Statistics	F2F
BBA PRO 205	Regional Immersion Project 2 (RIP 2)	3	0.09375	Core	Nil	F2F
BBA HRM 204	Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity	1	0.03125	Core	Foundation Skills 1 & 2 ; Employability and Practitioner Skills Series 1: Emotional Intelligence	F2F
	Total Semester 4 Credits	16				

Semester 5						
BBA HRM 306	Strategic Human Resources Management	3	0.09375	Core	Nil	F2F
BBA ACC 307	Strategic Cost Accounting	3	0.09375	Core	Nil	F2F
BBA ENT 306	Foundations of Entrepreneurship	3	0.09375	Core	Corporate Finance	
BBA ACC 306	Financial Statement Analysis	3	0.09375	Elective	Financial Accounting	F2F
BBA FIN 308	Financial Markets & Institutions	3	0.09375	Elective	Corporate Finance	F2F
BBA COM 304	Employability and Practitioner Skills Series 3: Communicating Effectively	1	0.03125	Core	Foundation Skills 1 & 2 and Employability and Practitioner Skills Series 1 & 2	F2F
	Total Semester 5 Credits	16				
Semester 6						
BBA LAW 302	Business Law	3	0.09375	Core	Nil	F2F
BBA QTT 310	Decision Making	3	0.09375	Core	Decision Science & Analytics	F2F
BBA QTT 311	Advanced Quantitative Methods & Modeling	3	0.09375	Core	Statistics	F2F
BBA FIN 309	International Finance	3	0.09375	Elective	Corporate Finance	F2F
BBA PRO 306	Project Management	3	0.09375	Core	Nil	F2F
BBA BUS 304	Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility	1	0.03125	Core	Foundation Skills 1 & 2 ; Employability and Practitioner Skills Series 3: Effective Communication	F2F
	Total Semester 6 Credits	16				
Semester 7						
BBA MGT 407	Strategic Management	3	0.136363636	Core	Principles of Management	F2F
BBA MGT 408	Australian Business Environment	3	0.136363636	Core	Macro Economics	F2F
BBA AI 401	Advanced AI in Business	3	0.136363636	Core	Introduction to AI in Business	F2F
BBA FIN 410	Investment Analysis	3	0.136363636	Elective	Financial Statement Analysis, Corporate Finance	F2F
	Total Semester 7 Credits	12				
Semester 8						
BBA FIN 411	Financial and Risk Modeling	3	0.136363636	Elective	Financial Markets& Institutions, Corporate Finance	F2F
BBA FIN 412	Trading and Portfolio Management	3	0.136363636	Elective	Investment Analysis	F2F
BBA CPP 403	Action Learning Project (ALP)	4	0.181818182	Core	Research Methodology, Regional Immersion Project 1& 2	F2F
	Total Semester 8 Credits	10				
Total Credits for BBA Course		118				

BBA CURRICULUM & CREDITS | SPECIALISATION: ENTREPRENURSHIP

Unit Code	Subject	Credit		Type of Unit	Pre-requisites or co-requisites	Delivery mode
Semester 1						
BBA MGT 106	Principles of Management	3	0.09375	Core	Nil	F2F
BBA ECO 104	Microeconomics	3	0.09375	Core	Nil	F2F
BBA LIB 106	World Cultures	3	0.09375	Core	Nil	F2F
BBA MAT 102	Digital Readiness in Business	3	0.09375	Core	Nil	F2F
BBA COM 104	Business Communication	3		Core	Nil	F2F
BBA HRM 103	Foundation Skills 1: Personal & Career Foundations	1	0.03125	Core	Nil	F2F
	Total Semester 1 Credits	16				
Semester 2						
BBA ECO 103	Macroeconomics	3	0.09375	Core	Nil	F2F
BBA LIB 107	Sustainability & Corporate Social Responsibility	3	0.09375	Core	Nil	F2F
BBA MKT 108	Marketing	3	0.09375	Core	Nil	F2F
BBA AI 101	Introduction to AI in Business	3	0.09375	Core	Nil	F2F
BBA PRO 104	Regional Immersion Project 1 (RIP 1)	3	0.09375	Core	Nil	F2F
BBA LIB 108	Foundation Skills 2: Ethics and Moral Reasoning	1	0.03125	Core	Nil	F2F
	Total Semester 2 Credits	16				
Semester 3						
BBA ORG 203	Organisational Behaviour	3	0.09375	Core	Nil	F2F
BBA QTT 207	Statistics	3	0.09375	Core	Nil	F2F
BBA OPS 203	Supply Chain, Logistics and Operations Management	3	0.09375	Core	Nil	F2F
BBA ACC 204	Financial Accounting	3	0.09375	Core	Nil	F2F
BBA BUS 203	Business Disruptive Technology	3	0.09375	Core	Nil	F2F
BBA ORG 204	Employability and Practitioner Skills Series 1: Emotional Intelligence	1	0.03125	Core	Foundation Skills 1 & 2	F2F
	Total Semester 3 Credits	16				
Semester 4						
BBA FIN 207	Corporate Finance	3	0.09375	Core	Nil	F2F
BBA QTT 208	Decision Science & Analytics	3	0.09375	Core	Statistics	F2F
BBA QTT 209	Research Methodology	3	0.09375	Core	Nil	F2F
BBA DSC 201	Data Science for Business	3	0.09375	Core	Statistics	F2F
BBA PRO 205	Regional Immersion Project 2 (RIP 2)	3	0.09375	Core	Nil	F2F
BBA HRM 204	Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity	1	0.03125	Core	Foundation Skills 1 & 2 ; Employability and Practitioner Skills Series 1: Emotional Intelligence	F2F
	Total Semester 4 Credits	16				

This specialization will not be available for the September 2025 cohort.

BBA CURRICULUM & CREDITS | SPECIALISATION: AI FOR BUSINESS

Unit Code	Subject	Credit		Type of Unit	Pre-requisites or co-requisites	Delivery mode
Semester 1						
BBA MGT 106	Principles of Management	3	0.09375	Core	Nil	F2F
BBA ECO 104	Microeconomics	3	0.09375	Core	Nil	F2F
BBA LIB 106	World Cultures	3	0.09375	Core	Nil	F2F
BBA MAT 102	Digital Readiness in Business	3	0.09375	Core	Nil	F2F
BBA COM 104	Business Communication	3	0.09375	Core	Nil	F2F
BBA HRM 103	Foundation Skills 1: Personal & Career Foundations	1	0.03125	Core	Nil	F2F
	Total Semester 1 Credits	16				
Semester 2						
BBA ECO 103	Macroeconomics	3	0.09375	Core	Nil	F2F
BBA LIB 107	Sustainability & Corporate Social Responsibility	3	0.09375	Core	Nil	F2F
BBA MKT 108	Marketing	3	0.09375	Core	Nil	F2F
BBA AI 101	Introduction to AI in Business	3	0.09375	Core	Nil	F2F
BBA PRO 104	Regional Immersion Project 1 (RIP 1)	3	0.09375	Core	Nil	F2F
BBA LIB 108	Foundation Skills 2: Ethics and Moral Reasoning	1	0.03125	Core	Nil	F2F
	Total Semester 2 Credits	16				
Semester 3						
BBA ORG 203	Organisational Behaviour	3	0.09375	Core	Nil	F2F
BBA QTT 207	Statistics	3	0.09375	Core	Nil	F2F
BBA OPS 203	Supply Chain, Logistics and Operations Management	3	0.09375	Core	Nil	F2F
BBA ACC 204	Financial Accounting	3	0.09375	Core	Nil	F2F
BBA BUS 203	Business Disruptive Technology	3	0.09375	Core	Nil	F2F
BBA ORG 204	Employability and Practitioner Skills Series 1: Emotional Intelligence	1	0.03125	Core	Foundation Skills 1 & 2	F2F
	Total Semester 3 Credits	16				
Semester 4						
BBA FIN 207	Corporate Finance	3	0.09375	Core	Nil	F2F
BBA QTT 208	Decision Science & Analytics	3	0.09375	Core	Statistics	F2F
BBA QTT 209	Research Methodology	3	0.09375	Core	Nil	F2F
BBA DSC 201	Data Science for Business	3	0.09375	Core	Statistics	F2F
BBA PRO 205	Regional Immersion Project 2 (RIP 2)	3	0.09375	Core	Nil	F2F
BBA HRM 204	Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity	1	0.03125	Core	Foundation Skills 1 & 2 ; Employability and Practitioner Skills Series 1: Emotional Intelligence	F2F
	Total Semester 4 Credits	16				

Semester 5						
BBA HRM 306	Strategic Human Resources Management	3	0.09375	Core	Nil	F2F
BBA ACC 307	Strategic Cost Accounting	3	0.09375	Core	Nil	F2F
BBA ENT 306	Foundations of Entrepreneurship	3	0.09375	Core	Corporate Finance	
BBA AI 302	No-Code Programming	3	0.09375	Elective		
BBA AI 303	AI Applications in Business	3	0.09375	Elective		
BBA COM 304	Employability and Practitioner Skills Series 3: Communicating Effectively	1	0.03125	Core	Foundation Skills 1 & 2 and Employability and Practitioner Skills Series 1 & 2	F2F
	Total Semester 5 Credits	16				
Semester 6						
BBA LAW 302	Business Law	3	0.09375	Core	Nil	F2F
BBA QTT 310	Decision Making	3	0.09375	Core	Decision Science & Analytics	F2F
BBA QTT 311	Advanced Quantitative Methods & Modeling	3	0.09375	Core	Statistics	F2F
BBA PRO 306	Project Management	3	0.09375	Core	Nil	F2F
BBA AI 304	Strategic AI Implementation in Business	3	0.09375	Elective		
BBA BUS 304	Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility	1	0.03125	Core	Foundation Skills 1 & 2 ; Employability and Practitioner Skills Series 3: Effective Communication	F2F
	Total Semester 5 Credits	16				
Semester 7						
BBA MGT 407	Strategic Management	3	0.136363636	Core	Principles of Management	F2F
BBA MGT 408	Australian Business Environment	3	0.136363636	Core	Macro Economics	F2F
BBA AI 401	Advanced AI in Business	3	0.136363636	Core	Nil	F2F
BBA AI 402	AI Product Exploration and Planning	3	0.136363636	Elective		
	Total Semester 5 Credits	12				
Semester 8						
BBA AI 403	Ethics and Law of AI	3	0.136363636	Elective		
BBA AI 404	AI Capstone	3	0.136363636	Elective		
BBA AI 405	AI Capstone Extended	4	0.181818182	Core		
	Total Semester 8 Credits	10				
Total for BBA Course		118				