

## BBA CURRICULUM | SPECIALISATION: MARKETING

CRICOS Provider Code: 03335G | CRICOS Course (BBA) Code: 077570G

### YEAR 1

CODE	UNIT	CREDIT	PRE-REQUISITES OR CO-REQUISITES
<b>SEMESTER 1</b>			
BBA MGT 106	Principles of Management	3	Nil
BBA ECO 103	Macroeconomics	3	Nil
BBA LIB 106	World Cultures	3	Nil
BBA MAT 101	Mathematical & Digital Literacy	3	Nil
BBA COM 302	Business Communication 1	3	Nil
BBA HRM 103	Foundation Skills 1: Personal & Career Foundations	1	Nil
<b>Total Semester 1 Credits</b>		<b>16</b>	

### SEMESTER 2

BBA ECO 104	Microeconomics	3	Nil
BBA LIB 107	Sustainability & Corporate Social Responsibility	3	Nil
BBA MKT 108	Marketing	3	Nil
BBA QTT 106	Introduction to Quantitative Methods in Business	3	Nil
BBA PRO 104	Regional Immersion Project 1 (RIP 1)	3	Nil
BBA LIB 108	Foundation Skills 2: Ethics and Moral Reasoning	1	Nil
<b>Total Semester 2 Credits</b>		<b>16</b>	

### YEAR 2

CODE	UNIT	CREDIT	PRE-REQUISITES OR CO-REQUISITES
<b>SEMESTER 3</b>			
BBA ORG 203	Organisational Behaviour	3	Nil
BBA QTT 207	Statistics	3	Nil
BBA OPS 202	Operations Management	3	Nil
BBA ACC 204	Financial Accounting	3	Nil
BBA BUS 203	Business Disruptive Technology	3	Nil
BBA ORG 204	Employability and Practitioner Skills Series 1: Emotional Intelligence	1	Foundation Skills 1 & 2
<b>Total Semester 3 Credits</b>		<b>16</b>	

### SEMESTER 4

BBA FIN 207	Corporate Finance	3	Nil
BBA QTT 208	Decision Science & Analytics	3	Introduction to Quantitative Methods in Business
BBA QTT 209	Research Methodology	3	Nil
BBA DSC 201	Data Science for Business	3	Introduction to Quantitative Methods in Business
BBA PRO 205	Regional Immersion Project 2 (RIP 2)	3	Nil
BBA HRM 204	Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity	1	Foundation Skills 1 & 2; Employability and Practitioner Skills Series 1: Emotional Intelligence
<b>Total Semester 4 Credits</b>		<b>16</b>	

### YEAR 3

CODE	UNIT	CREDIT	PRE-REQUISITES OR CO-REQUISITES
<b>SEMESTER 5</b>			
BBA HRM 305	Human Resources Management	3	Nil
BBA ACC 305	Cost Accounting	3	Nil
BBA COM 303	Business Communication 2	3	Business Communication 1
BBA MKT 309	Digital Marketing	3	Marketing
BBA MKT 310	Client Relationship Management	3	Marketing
BBA COM 304	Employability and Practitioner Skills Series 3: Communicating Effectively	1	Foundation Skills 1 & 2 and Employability and Practitioner Skills Series 1 & 2
<b>Total Semester 5 Credits</b>		<b>16</b>	

### SEMESTER 6

BBA LAW 302	Business Law	3	Nil
BBA QTT 310	Decision Making	3	Decision Science & Analytics
BBA QTT 311	Advanced Quantitative Methods & Modeling	3	Statistics
BBA MKT 311	Sales and Channel Management	3	Marketing
BBA PRO 306	Project Management	3	Nil
BBA BUS 304	Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility	1	Foundation Skills 1 & 2; Employability and Practitioner Skills Series 3: Effective Communication
<b>Total Semester 6 Credits</b>		<b>16</b>	

### YEAR 4

CODE	UNIT	CREDIT	PRE-REQUISITES OR CO-REQUISITES
<b>SEMESTER 7</b>			
BBA MGT 407	Strategic Management	3	Principles of Management
BBA MGT 408	Australian Business Environment	3	Macroeconomics
	Extended Elective	3	Nil
BBA MKT 412	Branding & Communications	3	Marketing
<b>Total Semester 7 Credits</b>		<b>12</b>	

### SEMESTER 8

BBA MKT 413	Marketing Strategy	3	Marketing
BBA MKT 414	Retail Management	3	Marketing
BBA CPP 403	Action Learning Project (ALP) OR	4	Research Methodology, Regional Immersion Project 2
BBA CPP 404	Entrepreneurship Project		Research Methodology, Regional Immersion Project 2, Foundations of Entrepreneurship
<b>Total Semester 8 Credits</b>		<b>10</b>	

**TOTAL CREDITS**

**118**