

# M300 BACHELOR OF COMMERCE

FACULTY OF BUSINESS AND LAW

FOR STUDENTS COMMENCING TRIMESTER 3 2019

Marketing Major Sequence

Burwood Campus | Cloud Campus



Name:  Student ID:

Updated: 09/08/2019

When you first enrol via StudentConnect and go through the enrolment steps, you may be able to simply confirm any units that are pre-populated for you. You can also add any that you need to do, as part of your first year's enrolment – by using the information on this map and in the Handbook.

YEAR <b>1</b> Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR <b>2</b> Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR <b>3</b> Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR <b>4</b> Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3				

FOR USE ONLY WHEN UNDERTAKING A CONSULTATION WITH A STUDENT ADVISER:

Student ID:		Name:			
Deakin email:		Preferred contact no:			
Year commenced:	eCOE (If applicable):	Campus:	Mode:	Date modified:	
Student Adviser:					

# M300 BACHELOR OF COMMERCE

FACULTY OF BUSINESS AND LAW

## COMMERCE MAJOR SEQUENCES

<b>Accounting (MJ-M30041)</b>	(B, S, W, X)
MAA250 Ethics for Financial Professionals	
MAA261 Financial Accounting	
MAA262 Management Accounting	
MAA303 Audit and Assurance	
MAA363 Corporate Accounting	
MAF203 Business Finance	
MLC301 Principles of Income Tax Law	
MAA310 Accounting and Society	

1. M300 Bachelor of Commerce is the recommended pathway to qualify for membership of professional organisations.
2. Students who have completed MLC101 before T1 2016 are required to complete MLC203 for CPA/CAANZ accreditation.
3. Students should consult with their course adviser regarding the units required for professional recognition.
4. The eligibility of students for membership of any of the accounting accrediting bodies is subject to meeting the requirements of that body and that Deakin makes no representation that individuals will meet those requirements.

<b>Finance (MJ-M30045)</b>	B, S*, W*, X)
MAA250 Ethics for Financial Professionals	
MAF202 Money and Capital Markets	
MAF203 Business Finance	
MAE256 Analytical Methods in Economics and Finance	
MAF307 Equities and Investment Analysis	
MAF306 International Finance and Investment	
MAF308 Derivative and Fixed Interest Securities	
MAF302 Corporate Finance	

\* Waterfront (Geelong) and Warrnambool students will be required to undertake units in Cloud (online) mode.

<b>Food and Agribusiness (MJ-M30047)</b>	(B, S*, X)
MAB242 Agribusiness Governance	
MAB251 Agribusiness Resource Management	
MAB341 Global Challenges: Food, Water and Climate <sup>^</sup>	
MAB352 Agribusiness Technology <sup>^</sup>	
MAB353 Applied Agribusiness Project <sup>^</sup>	
MAE203 The Global Economy	
MAE256 Analytical Methods in Economics and Finance	
MIS313 Strategic Supply Chain Management	

<sup>^</sup> available from Trimester 1 2020

\* students will be required to take some units in Cloud (online) mode

<b>Economics (MJ-M30043)</b>	(B, S*, X)
MAE201 Competition and Industry	
MAE203 The Global Economy	
MAE214 Economic Strategy for Business	
MAE256 Analytical Methods in Economics and Finance	
MAE312 National Economic Policy	
MAE307 Techniques for Business and Economic Analysis	
<b>Plus one unit from:</b>	
MAE301 Choice, Strategies and Dilemmas	
MAE304 Labour and Health Economics	
<b>Plus one unit from:</b>	
MAE305 Energy and Environment	
MAE306 Applied Econometrics for Economics & Finance	

\* Waterfront (Geelong) students will be required to undertake units in Cloud (online) mode.

<b>Financial Planning (MJ-M30044)</b>	(B, S*, W*, X)
MAA215 Client Behaviour and Decision Making	
MAA250 Ethics for Financial Professionals	
MAA255 Financial Planning	
MAA317 Superannuation Planning	
MAA318 Advanced Financial Planning	
MAA319 Estate Planning and Insurance	
MAF307 Equities and Investment Analysis	
MLC301 Principles of Income Tax Law	

M300 Bachelor of Commerce is the recommended pathway to qualify for membership of professional organisations.

\* Waterfront (Geelong) and Warrnambool students will be required to undertake one unit in Cloud (online) mode.

(i) Financial planning students intending to undertake an Honours degree must complete the Finance major sequence.

<b>Human Resource Management (MJ-M30046)</b>	(B, S, X)
MMH230 Fundamentals of Human Resource Management	
MMH232 Human Resource Development	
MMH231 Managing and Rewarding Performance	
MMH250 Workplace Counselling and Negotiation	
MMH356 Change Management	
MMH352 International Human Resource Management	
MMH349 Employment Relations	
MMH331 Strategic Human Resource Management	

# M300 BACHELOR OF COMMERCE

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## COMMERCE MAJOR SEQUENCES CONTINUED

<b>Management</b> (MJ-M30038)	(B, S, X)
MMM240 Organisational Behaviour	
MMM241 Entrepreneurship and Innovation	
MMH230 Fundamentals of Human Resource Management	
MMM267 Business Logistics	
MMM343 Business Ethics	
MMM306 Global Strategy and International Management	
MMH356 Change Management	
MMM308 Applied Management Capabilities	

<b>Marketing</b> (MJ-M30040)	(B, S*, X)
MMK251 Services Marketing	
MMK266 Consumer Behaviour	
MMK280 Brand Management	
MMK295 Integrated Marketing Communications in the Digital Age	
MMK325 Strategic Marketing	
MMK365 Marketing Insights	
MMK368 Business Marketing	
MMM343 Business Ethics	

\*Waterfront (Geelong) students will be required to undertake some units in Cloud (online) mode.

<b>Management Information Systems</b> (MJ-M30039)	(B, S*, X)
MIS201 Business Requirements Analysis	
MIS202 Managing Data and Information	
MIS231 Professional Ethics in the Digital Age	
MIS312 Social Media and Mobile Strategies	
MIS313 Strategic Supply Chain Management	
MIS352 Business Process Management	
MIS398 Project Management	
MIS399 Applied Business Project	

\*Waterfront (Geelong) students will be required to undertake some units in Cloud (online) mode.

## COMMERCE CORE UNITS

MAA103 Accounting for Decision Making
MAE101 Economic Principles
MAF101 Fundamentals of Finance
MIS171 Business Analytics
MLC101 Law for Commerce
MMK101 Marketing Fundamentals
MMM132 Management
MWL101 Professional Insight

## COMMERCE MINOR SEQUENCES

Minors comprise of 4 units of study. The flexibility minors offer means students can combine complementary areas in their Commerce degree. The following minors are available to all M300.2 students regardless of any major/s being undertaken:

- Accounting
- Business Analytics
- Event Management
- Global Studies
- International Trade
- Retail Management
- Social Entrepreneurship
- Taxation Regulation
- Economics
- Human Resource Management
- Marketing
- Project Management
- Professional Practice
- Wealth Management
- Agribusiness

Your opportunity to undertake certain minors will depend on your major selection. The table below outlines the majors and their corresponding incompatible minors, for example if you are studying a major in Accounting you cannot undertake a minor in Accounting, if you are studying a major in Marketing you cannot undertake a minor in Marketing, and so on.

<b>Major</b>	<b>Incompatible Minor</b>
Accounting	Accounting
Economics	Economics
Finance	Finance
Human Resource Management	Human Resource Management
Marketing	Marketing
Management Information Systems	Project Management
Financial Planning	Financial Planning

Information on the structure and availability of minors can be found in the [Deakin 2019 Handbook](#)

# M300 BACHELOR OF COMMERCE

## FACULTY OF BUSINESS AND LAW

**M300 course rules** - In order to qualify for the award of Bachelor of Commerce (M300), students must complete 24 credit points, which must include the following:

at least 16 credit points from Business and Law undergraduate units

8 credit points of core Bachelor of Commerce units

at least one 8 credit point Bachelor of Commerce major

Level 1 - no more than 10 credit points

Level 3 - at least 6 credit points (at least 4 must be Business and Law undergraduate units)

Completion of MAI010 Academic Integrity (0-credit-point compulsory unit)

### GENERAL INFORMATION

This course map is a guide only. You must, in addition to using this map, ensure you meet the course rules and structure as set out in the official University Handbook - of the year you commenced your course ([deakin.edu.au/handbook](http://deakin.edu.au/handbook)). This course map has been created to be used electronically.

A typical enrolment pattern for full time study is three to four units (or credit points) each study period. A typical enrolment pattern for part time study is one to two units (or credit points) each study period, which in turn will extend the duration of your studies. The need or option to study in Trimester 3 is dependent on your course rules and structure.

Each year's unit offerings options can be found via 'Advanced Unit Search' in the most current year's Handbook.

If you have applied for or received credit for units as recognition of your prior learning (RPL), it may alter your course pattern and the units you need to undertake.

Please seek advice from a Student Adviser in StudentCentral if you have any queries or need help understanding your course structure and unit choices.

### SPECIFIC COURSE INFORMATION

Compulsory zero (0) credit point units/programs/modules: MAI010 Academic Integrity (0-credit-point compulsory unit) to be completed first Trimester of study.

#### Notes:

#### KEY

**B** Melbourne Burwood Campus  
**S** Geelong Waterfront Campus  
**G** Geelong Wairn Ponds Campus  
**W** Warrnambool Campus  
**X** Cloud Campus

**eCOE** electronic confirmation of enrolment