

M300 BACHELOR OF COMMERCE

FACULTY OF BUSINESS AND LAW

FOR STUDENTS COMMENCING TRIMESTER 1 2020

Marketing Major Sequence

Burwood Campus



Name: _____ Student ID: _____

Updated: 21/11/2019

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

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

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

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)

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 |

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: | | | | | |

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COMMERCE MAJOR SEQUENCES

| Accounting (MJ-M30041) | (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.

| Finance (MJ-M30045) | 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.

| Food and Agribusiness (MJ-M30047) | (W*, X) |
|--|----------------|
| MAB242 Agribusiness Governance | |
| MAB251 Agribusiness Resource Management | |
| MAB341 Global Challenges: Food, Water and Climate | |
| MAB352 Agribusiness Technology | |
| MAB353 Applied Agribusiness Project [^] | |
| MAE203 The Global Economy | |
| MAE256 Analytical Methods in Economics and Finance | |
| MIS313 Strategic Supply Chain Management | |

[^] available from 2021

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

| Economics (MJ-M30043) | (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 | |
| Plus one unit from: | |
| MAE301 Choice, Strategies and Dilemmas | |
| MAE304 Labour and Health Economics | |
| Plus one unit from: | |
| MAE305 Energy and Environment | |
| MAE306 Applied Econometrics for Economics & Finance | |

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

| Financial Planning (MJ-M30044) | (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.

| Human Resource Management (MJ-M30046) | (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 | |

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COMMERCE MAJOR SEQUENCES CONTINUED

| Management (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 | |

| Marketing (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.

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

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

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 M300.2 students:

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

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.

| Major | Incompatible Minor |
|--------------------------------|---------------------------|
| 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 2020 Handbook](#)

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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). This course map has been created to be used electronically.

Not all units are available in all study periods or mode of delivery. Full time study is typically three to four units (or credit points) each study period – this is a typical enrolment pattern. Part time study is typically one to two units (or credit points) each study period – this enrolment pattern of study will extend the duration of your studies. Trimester 3 is typically an optional study period - unless it's your first study period and/or a compulsory study period for your course (see your course structure in the [Handbook](#)).

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