

M325 BACHELOR OF BUSINESS

FACULTY OF BUSINESS AND LAW



Waterfront campus

FOR STUDENTS COMMENCING TRIMESTER 1 2024

Last updated 23/02/2024

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.

You must also complete the following compulsory zero (0) credit point units: [DAI001 Academic Integrity Module](#) (0 credit points)

YEAR 1 Year: 2024	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 2 Year: 2025	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 3 Year: 2026	Trimester 1				
	Trimester 2				
	Trimester 3				

M325 COURSE RULES

- Must pass 24 credit points for course
- Must pass ALL units in {MAA104, MAE120, MIS203, MMK101, MMM111, MMM132, MMM211, MMM241, MMM267, MMM311}
- Must pass 1 units in {DAI001}
- Must pass 6 credit points at level {3}
- Must pass 4 credit points in {M_3_}
- Must pass 1 unit set(s) in {Business and Digital Communications (MJ-M32513), Entrepreneurship and Innovation (MJ-M32514), Event Management (MJ-M32515), People Management (MJ-M32516), Project Management (MJ-M32517), Organisational Psychology (MJ-M32518), Retail and Supply Chain Management (MJ-M32519), Sustainability and Development (MJ-M32520), Recruitment and Talent Acquisition (MJ-M32521)}

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

Student ID: _____		Name: _____			
Deakin email: _____			Preferred contact no: _____		
Year commenced: _____	Period commenced: _____	eCOE (if applicable): _____	Campus: _____	Mode: _____	
Student adviser: _____				Date: _____	

GENERAL INFORMATION

This course map is a guide only. You must also ensure you meet the course rules and structure as set out in the official [University Handbook](#) of the year you commenced your course. 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.
- Part time study is typically one to two units (or credit points) each study period – part time 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.

Unit options can be found in the '[Advanced Unit Search](#)' in the most current year's University Handbook.

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

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

M325 BACHELOR OF BUSINESS MAJOR UNIT SETS

BUSINESS AND DIGITAL COMMUNICATIONS (MJ-M32513)
ALA302 Transmedia Storytelling for Brands
ALM101 Making Social Media
ALM216 Social Media Strategy
ALM302 Digital Media Entrepreneurship
MMK280 Brand Management
MMK295 Integrated Marketing Communications in the Digital Age
MMM315 Business Management Capstone
MWL305 Business for Social Impact
MWL316 Consultancy Experience
MWL317 Entrepreneurship Experience
MWL318 Internship
MWL319 International Consultancy Experience

Completion Rule

- Must pass 7 credit points in {ALA302, ALM101, ALM216, ALM302, MMK280, MMK295, MMM315}
- Must pass 1 credit points in {MWL305, MWL316, MWL317, MWL318, MWL319}

ENTREPRENEURSHIP AND INNOVATION (MJ-M32514)

[MIS201 Digital Business Analysis](#)

[MIS398 Project Management](#)

[MMK280 Brand Management](#)

[MMM276 Design Thinking](#)

[MMM279 Creating and Managing Social Enterprises](#)

[MMM306 Global Strategy and International Management](#)

[MMM315 Business Management Capstone](#)

[MWL305 Business for Social Impact](#)

[MWL316 Consultancy Experience](#)

[MWL317 Entrepreneurship Experience](#)

[MWL318 Internship](#)

[MWL319 International Consultancy Experience](#)

Completion Rule

- Must pass 7 credit points in {MIS201, MIS398, MMK280, MMM276, MMM279, MMM306, MMM315}
- Must pass 1 credit points in {MWL305, MWL315, MWL316, MWL317, MWL318, MWL319}

EVENT MANAGEMENT (MJ-M32515)

[MIS362 Social Media Analytics and Data Driven Innovation](#)

[MIS398 Project Management](#)

[MMH232 Human Resource Development](#)

[MMK251 Services Marketing](#)

[MMM276 Design Thinking](#)

[MMM312 Event Management](#)

[MMM315 Business Management Capstone](#)

[MWL305 Business for Social Impact](#)

[MWL316 Consultancy Experience](#)

[MWL317 Entrepreneurship Experience](#)

[MWL318 Internship](#)

[MWL319 International Consultancy Experience](#)

Completion Rule

- Must pass 7 credit points in {MIS362, MIS398, MMH232, MMK251, MMM276, MMM312, MMM315}
- Must pass 1 credit points in {MWL305, MWL316, MWL317, MWL318, MWL319}

ORGANISATIONAL PSYCHOLOGY (MJ-M32518)

[HPS111 Introduction to Psychology: Human Behaviour](#)

[HPS121 Introduction to Psychology: Individual and Social Development](#)

[HPS203 Cognitive Psychology](#)

[HPS204 Social Psychology](#)

[HPS307 Personality Psychology](#)

[HPS308 Psychopathology](#)

[MMM315 Business Management Capstone](#)

[MWL305 Business for Social Impact](#)

[MWL316 Consultancy Experience](#)

[MWL317 Entrepreneurship Experience](#)

[MWL318 Internship](#)

[MWL319 International Consultancy Experience](#)

Completion Rule

- Must pass 7 credit points in {HPS111, HPS121, HPS203, HPS204, HPS307, HPS308, MMM315}
- Must pass 1 credit points in {MWL305, MWL316, MWL317, MWL318, MWL319}

PEOPLE MANAGEMENT (MJ-M32516)

[MMH230 Fundamentals of Human Resource Management](#)

[MMH232 Human Resource Development](#)

[MMH250 Workplace Conflict Resolution](#)

[MMH349 Employment Relations](#)

[MMH356 Change Management](#)

[MMM240 Organisational Behaviour](#)

[MMM315 Business Management Capstone](#)

[MWL305 Business for Social Impact](#)

[MWL316 Consultancy Experience](#)

[MWL317 Entrepreneurship Experience](#)

[MWL318 Internship](#)

[MWL319 International Consultancy Experience](#)

Completion Rule

- Must pass 7 credit points in {MMH230, MMH232, MMH250, MMH349, MMH356, MMM240, MMM315}
- Must pass 1 credit points in {MWL305, MWL316, MWL317, MWL318, MWL319}

PROJECT MANAGEMENT (MJ-M32517)

[MIS171 Business Analytics](#)

[MIS201 Digital Business Analysis](#)

[MIS398 Project Management](#)

[MIS399 Applied Business Project](#)

[MIT399 Applied Business Project \(Study Tour\)](#)

[MMH356 Change Management](#)

[MMM276 Design Thinking](#)

[MMM315 Business Management Capstone](#)

[MWL305 Business for Social Impact](#)

[MWL316 Consultancy Experience](#)

[MWL317 Entrepreneurship Experience](#)

[MWL318 Internship](#)

[MWL319 International Consultancy Experience](#)

Completion Rule

- Must pass 6 credit points in {MIS171, MIS201, MIS398, MMH356, MMM276, MMM315}
- Must pass 1 credit points in {MIS399, MIT399}
- Must pass 1 credit points in {MWL305, MWL316, MWL317, MWL318, MWL319}

RECRUITMENT AND TALENT ACQUISITION (MJ-M32521)

[MMH231 Human Resource Practice](#)

[MMH235 Recruitment and Talent Acquisition](#)

[MMH250 Workplace Conflict Resolution](#)

[MMH349 Employment Relations](#)

[MMH360 Human Resources Technology](#)

[MMK280 Brand Management](#)

[MMM312 Event Management](#)

[MWL318 Internship](#)

Completion Rule

- Must pass 8 credit points in {MMH231, MMH235, MMH250, MMH349, MMH360, MMK280, MMM312, MWL318}

RETAIL AND SUPPLY CHAIN MANAGEMENT (MJ-M32519)

[MIS171 Business Analytics](#)

<u>MIS313 Strategic Supply Chain Management</u>
<u>MMK217 Retail Management</u>
<u>MMK251 Services Marketing</u>
<u>MMK280 Brand Management</u>
<u>MMK317 Advanced Retail Management</u>
<u>MMM315 Business Management Capstone</u>
<u>MWL305 Business for Social Impact</u>
<u>MWL316 Consultancy Experience</u>
<u>MWL317 Entrepreneurship Experience</u>
<u>MWL318 Internship</u>
<u>MWL319 International Consultancy Experience</u>

Completion Rule

- Must pass 7 credit points in {MIS171, MIS313, MMK217, MMK251, MMK280, MMK317, MMM315}
- Must pass 1 credit points in {MWL305, MWL316, MWL317, MWL318, MWL319}

SUSTAINABILITY AND DEVELOPMENT (MJ-M32520)
<u>AIP245 Environmental Politics</u>
<u>MAA267 Enterprise Value Creation: Sustainability and Integrated Reporting</u>
<u>MAE208 Growth Inequality and Conflict</u>
<u>MAE233 Business and Climate Change</u>
<u>MAE305 Energy, Environment and Sustainability</u>
<u>MAE341 Global Challenges in Business and Policy: Food, Water and Climate</u>
<u>MMM315 Business Management Capstone</u>
<u>MWL305 Business for Social Impact</u>
<u>MWL316 Consultancy Experience</u>
<u>MWL317 Entrepreneurship Experience</u>
<u>MWL318 Internship</u>
<u>MWL319 International Consultancy Experience</u>
<u>SLE121 Environmental Sustainability</u>
<u>SLE308 Policy Instruments for Sustainability</u>

Completion Rule

- Must pass 1 credit points in {AIP245, MAA267}
- Must pass 6 credit points in {MAE208, MAE233, MAE305, MAE341, MMM315, SLE121}
- Must pass 1 credit points in {MWL305, MWL316, MWL317, MWL318, MWL319, SLE308}

M325 BACHELOR OF BUSINESS MINOR UNIT SETS

BUSINESS ANALYTICS (MN-M30011)

[MIS171 Business Analytics](#)

[MIS202 Managing Data and Information](#)

[MIS271 Business Intelligence and Data Warehousing](#)

[MIS272 Predictive Analytics](#)

[MIS384 Marketing Analytics](#)

Completion Rule

- Must pass 1 unit(s) in {MIS171}
- Must pass 3 unit(s) in {MIS202, MIS271, MIS272, MIS384}

ECONOMICS (MN-M30006)

[MAE101 Economic Principles](#)

[MAE120 Money, Growth and the Economy](#)

[MAE201 Competition and Industry](#)

[MAE203 The Global Economy](#)

[MAE214 Economic Strategy for Business](#)

[MAE215 Behavioural Economics for Business and Policy](#)

[MAE302 Macroeconomics of Open Economies](#)

[MAE304 Labour and Health Economics](#)

[MAE305 Energy, Environment and Sustainability](#)

[MAE312 National Economic Policy](#)

[MAT203 The Global Economy \(Study Tour\)](#)

Completion Rule

- Must pass 1 unit(s) in {MAE101, MAE120}
- Must pass 3 unit(s) in {MAE201, MAE203, MAE214, MAE215, MAE302, MAE304, MAE305, MAE312, MAT203}

INTERNATIONAL TRADE (MN-M30007)

[MAE120 Money, Growth and the Economy](#)

[MAE203 The Global Economy](#)

[MAE208 Growth Inequality and Conflict](#)

[MAE213 International Trade](#)

[MAE302 Macroeconomics of Open Economies](#)

MAE341 Global Challenges in Business and Policy: Food, Water and Climate

MAT203 The Global Economy (Study Tour)

Completion Rule

- Must pass 1 unit(s) in {MAE120, MAE203, MAT203}
- Must pass all units in {MAE213}
- Must pass 2 unit(s) in {MAE208, MAE302, MAE341}

MARKETING (MN-M30008)

MMK101 Marketing Fundamentals

MMK251 Services Marketing

MMK266 Consumer Behaviour

MMK295 Integrated Marketing Communications in the Digital Age

MMK368 Business Marketing

Completion Rule

- Must pass 1 unit(s) in {MMK101}
- Must pass 3 unit(s) in {MMK251, MMK266, MMK295, MMK368}