

D3100 BACHELOR OF BUSINESS/BACHELOR OF COMMUNICATION

FACULTY OF BUSINESS AND LAW



FOR STUDENTS COMMENCING TRIMESTER 1 2027

Last updated 07/09/2026

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 and Respect At Deakin](#) (0 credit points)

YEAR 1 Year: 2027	Trimester 1				
	Trimester 2				
	Trimester 3				
YEAR 2 Year: 2028	Trimester 1				
	Trimester 2				
	Trimester 3				
YEAR 3 Year: 2029	Trimester 1				
	Trimester 2				
	Trimester 3				
YEAR 4 Year: 2030	Trimester 1				
	Trimester 2				
	Trimester 3				

D3100 COURSE RULES

- Must pass 32 credit points for course
- Must pass ALL units in {DAI001}
- Must pass 7 units in {MAA104, MAE120, MIS103, MMK101, MMM132, MPB200, MPB201}
- Must pass 2 units in {ACC100, AWL100}
- Must pass 1 units in {AWL200, AWL201, AWL202, AWL203}
- Must pass 1 units in {AWL300, AWL301, AWL302}
- Must pass 16 credit points at levels {1, 2, 3} from units owned by {Faculty of Business and Law}
- Must pass 4 credit points at level {3} from units owned by {Faculty of Business and Law}
- Must pass 4 credit points at levels {2, 3} from units owned by {School of Communication and Creative Arts}
- Must pass 16 credit points at levels {1, 2, 3} from units owned by {School of Communication and Creative Arts}
- Must pass 4 credit points at level {3} from units owned by {School of Communication and Creative Arts}

- Must pass 1 unit set(s) in {Business Management (MJ-M37001), Ai and Business Information Systems (MJ-M37002), Entrepreneurship and Innovation (MJ-M37003), Human Resource Management (MJ-M37004), Marketing Management (MJ-M37005), Project Management (MJ-M37006)}
- Must pass 1 unit set(s) in {Advertising (MJ-A318001), Digital and Social Media (MJ-A318002), Journalism (MJ-A318003), Public Relations (MJ-A318004)}

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: _____

Notes

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.

D3100 BACHELOR OF BUSINESS/BACHELOR OF COMMUNICATION MAJOR UNIT SETS

AI AND BUSINESS INFORMATION SYSTEMS (MJ-M37002)
MIS201 Business Analysis for Ai-Driven Organisations
MIS202 Data and Information Management for Intelligence Systems
MIS231 Responsible Ai and Digital Ethics
MIS295 Agile Project Management
MIS352 Business Process Automation
MIS362 Customer and Product Analytics

<u>MIS386 Artificial Intelligence Strategies</u>
<u>MIS399 Applied Business Project</u>

- Completion Rule
- Must pass all unit(s) in {MIS201, MIS202, MIS231, MIS295, MIS352, MIS362, MIS386, MIS399}

BUSINESS MANAGEMENT (MJ-M37001)
<u>MMH231 Human Resource Practice</u>
<u>MMH356 Leading Change</u>
<u>MMK295 Digital Content Marketing</u>
<u>MMM267 Business Logistics</u>
<u>MMM270 Strategy, Risks and Results</u>
<u>MMM315 Business Management Capstone</u>
<u>MMM381 Strategic Negotiation and Deal-Making</u>
<u>MMM382 Small Business Management</u>

- Completion Rule
- Must pass all unit(s) in {MMH231, MMH356, MMK295, MMM267, MMM270, MMM315, MMM381, MMM382}

ENTREPRENEURSHIP AND INNOVATION (MJ-M37003)
<u>MAF390 Entrepreneurial Finance</u>
<u>MMM241 Entrepreneurship and Innovation</u>
<u>MMM279 Entrepreneurship for Purpose</u>
<u>MMM280 New Venture Creation and Validation</u>
<u>MMM317 Entrepreneurial And Innovation Ecosystem</u>
<u>MMM381 Strategic Negotiation and Deal-Making</u>
<u>MMM382 Small Business Management</u>
<u>MMM389 Turning Ideas Into Action</u>

- Completion Rule
- Must pass all unit(s) in {MAF390, MMM241, MMM279, MMM280, MMM317, MMM381, MMM382, MMM389}

HUMAN RESOURCE MANAGEMENT (MJ-M37004)
<u>MMH230 Fundamentals of Human Resource Management</u>
<u>MMH231 Human Resource Practice</u>
<u>MMH232 Human Resource Development</u>

<u>MMH235 Recruitment and Talent Acquisition</u>
<u>MMH331 Strategic Human Resource Management</u>
<u>MMH349 Employment Relations</u>
<u>MMH350 Workplace Conflict Resolution</u>
<u>MMH356 Leading Change</u>

- Completion Rule
- Must pass all unit(s) in {MMH230, MMH231, MMH232, MMH235, MMH331, MMH349, MMH350, MMH356}

MARKETING MANAGEMENT (MJ-M37005)
<u>MMK266 Consumer Psychology</u>
<u>MMK290 Marketing Technology</u>
<u>MMK295 Digital Content Marketing</u>
<u>MMK325 Strategic Marketing Management</u>
<u>MMK351 Customer Experience</u>
<u>MMK365 Marketing Insights</u>
<u>MMK368 Relationship Marketing</u>
<u>MMK399 Marketing Management Project</u>

- Completion Rule
- Must pass all unit(s) in {MMK266, MMK290, MMK295, MMK325, MMK351, MMK365, MMK368, MMK399}

PROJECT MANAGEMENT (MJ-M37006)
<u>MIS290 Foundations of Project Management</u>
<u>MIS295 Agile Project Management</u>
<u>MIS389 Project Management Innovation and Strategy</u>
<u>MIS398 Project Management Techniques</u>
<u>MIS399 Applied Business Project</u>
<u>MMH356 Leading Change</u>
<u>MMM270 Strategy, Risks and Results</u>
<u>MMM276 Design Thinking</u>

- Completion Rule
- Must pass all unit(s) in {MIS290, MIS295, MIS389, MIS398, MIS399, MMH356, MMM270, MMM276}