

# D339 BACHELOR OF COMMERCE/BACHELOR OF COMMUNICATION

## FACULTY OF BUSINESS AND LAW



FOR STUDENTS COMMENCING TRIMESTER 1 2027

Last updated 04/08/2026

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<br>1<br>Year:<br>2027 | Trimester 1 |  |  |  |  |
|                            | Trimester 2 |  |  |  |  |
|                            | Trimester 3 |  |  |  |  |
| YEAR<br>2<br>Year:<br>2028 | Trimester 1 |  |  |  |  |
|                            | Trimester 2 |  |  |  |  |
|                            | Trimester 3 |  |  |  |  |
| YEAR<br>3<br>Year:<br>2029 | Trimester 1 |  |  |  |  |
|                            | Trimester 2 |  |  |  |  |
|                            | Trimester 3 |  |  |  |  |
| YEAR<br>4<br>Year:<br>2030 | Trimester 1 |  |  |  |  |
|                            | Trimester 2 |  |  |  |  |
|                            | Trimester 3 |  |  |  |  |

### D339 COURSE RULES

- Must pass 32 credit points for course
- Must pass ALL units in {DAI001}
- Must pass 1 units in {AWL100, MPB202}
- Must pass 1 units in {ACC100}
- Must pass 1 units in {AWL200, AWL201, AWL202, AWL203}
- Must pass 1 units in {AWL300, AWL301, AWL302}
- Must pass 7 credit points in {MAA103, MAE101, MPB201, MPB200, MLC101, MIS171, MAF101}
- 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 2 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 {Accounting (MJ-M38001), Economics (MJ-M38002), Finance (MJ-M38003), Financial Planning (MJ-M38004), Marketing Insights (MJ-M38005), Digital Transformation (MJ-M38006)}
- Must pass 1 unit set(s) in {Advertising (MJ-A318001), Digital and Social Media (MJ-A318002), Journalism (MJ-A318003), Public Relations (MJ-A318004)}

Must pass 2 elective units at level {2,3} from Bachelor of Communication

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.

D339 BACHELOR OF COMMERCE/BACHELOR OF COMMUNICATION MAJOR UNIT SETS

| ACCOUNTING (MJ-M38001)                                                   |
|--------------------------------------------------------------------------|
| <a href="#">MAA204 Accounting Information Systems and Data Analytics</a> |
| <a href="#">MAA250 Ethics for Financial Professionals</a>                |
| <a href="#">MAA261 Financial Accounting</a>                              |
| <a href="#">MAA262 Management Accounting</a>                             |

|                                                           |
|-----------------------------------------------------------|
| <u>MAA303 Audit and Assurance</u>                         |
| <u>MAA310 Accounting and Society</u>                      |
| <u>MAA363 Corporate Accounting</u>                        |
| <u>MAE256 Analytical Methods in Economics and Finance</u> |
| <u>MLC301 Principles of Income Tax Law</u>                |
| <u>MLL406 Taxation</u>                                    |

- Completion Rule
- Must pass 7 credit points in {MAA204, MAA261, MAA262, MAA303, MAA310, MAA363, MAE256}
  - Must pass 1 credit points in {MLC301, MLL406}

| DIGITAL TRANSFORMATION (MJ-M38006)                          |
|-------------------------------------------------------------|
| <u>MAE214 Business Strategy in the Digital Economy</u>      |
| <u>MAF321 Fintech</u>                                       |
| <u>MIS201 Business Analysis for Ai-Driven Organisations</u> |
| <u>MIS311 Ai and Digital Transformation</u>                 |
| <u>MMH356 Leading Change</u>                                |
| <u>MMM240 Organisational Behaviour</u>                      |
| <u>MMM241 Entrepreneurship and Innovation</u>               |
| <u>MMM308 Building Tomorrow's Workplace</u>                 |

- Completion Rule
- Must pass 8 unit(s) in {MAE214, MAF321, MIS201, MIS311, MMH356, MMM240, MMM241, MMM308}

| ECONOMICS (MJ-M38002)                                        |
|--------------------------------------------------------------|
| <u>MAE201 Competition and Industry</u>                       |
| <u>MAE203 The Global Economy</u>                             |
| <u>MAE214 Business Strategy in the Digital Economy</u>       |
| <u>MAE256 Analytical Methods in Economics and Finance</u>    |
| <u>MAE306 Applied Econometrics for Economics and Finance</u> |
| <u>MAE307 Economic Policy and Practice</u>                   |
| <u>MAE312 Growth, Inflation and Instability</u>              |
| <u>MAE316 Behavioural Economics for Business and Policy</u>  |

- Completion Rule
- Must pass 8 credit points in {MAE201, MAE203, MAE214, MAE256, MAE306, MAE307, MAE312, MAE316}

| FINANCE (MJ-M38003)                                                                  |
|--------------------------------------------------------------------------------------|
| <a href="#"><u>MAE256 Analytical Methods in Economics and Finance</u></a>            |
| <a href="#"><u>MAF202 Banking and Financial Institutions</u></a>                     |
| <a href="#"><u>MAF203 Corporate Finance</u></a>                                      |
| <a href="#"><u>MAF302 Sustainable Enterprise and Impact Investing (Capstone)</u></a> |
| <a href="#"><u>MAF306 International Finance and Investment</u></a>                   |
| <a href="#"><u>MAF307 Equities and Investment Analysis</u></a>                       |
| <a href="#"><u>MAF321 Fintech</u></a>                                                |
| <a href="#"><u>MAF322 Funds Management and Superannuation Investment</u></a>         |

- Completion Rule
- Must pass 8 credit points in {MAE256, MAF202, MAF203, MAF302, MAF306, MAF307, MAF321, MAF322}

| FINANCIAL PLANNING (MJ-M38004)                                     |
|--------------------------------------------------------------------|
| <a href="#"><u>MAA215 Client Behaviour and Decision Making</u></a> |
| <a href="#"><u>MAA250 Ethics for Financial Professionals</u></a>   |
| <a href="#"><u>MAA255 Money, Wealth, and You</u></a>               |
| <a href="#"><u>MAA317 Superannuation Planning</u></a>              |
| <a href="#"><u>MAA318 Advanced Financial Planning</u></a>          |
| <a href="#"><u>MAA319 Estate Planning and Insurance</u></a>        |
| <a href="#"><u>MAF307 Equities and Investment Analysis</u></a>     |
| <a href="#"><u>MLC301 Principles of Income Tax Law</u></a>         |
| <a href="#"><u>MLL406 Taxation</u></a>                             |

- Completion Rule
- Must pass all unit(s) in {MAA215, MAA250, MAA255, MAA317, MAA318, MAA319, MAF307}
  - Must pass 1 unit(s) in {MLC301, MLL406}

| MARKETING INSIGHTS (MJ-M38005)                               |
|--------------------------------------------------------------|
| <a href="#"><u>MIS362 Customer and Product Analytics</u></a> |
| <a href="#"><u>MIS384 Digital Marketing Analytics</u></a>    |
| <a href="#"><u>MMK266 Consumer Psychology</u></a>            |
| <a href="#"><u>MMK268 Market Research</u></a>                |
| <a href="#"><u>MMK280 Brand Insights</u></a>                 |
| <a href="#"><u>MMK350 Strategic Marketing Insights</u></a>   |

|                                                     |
|-----------------------------------------------------|
| <u>MMK352 Marketing Insights Project (Capstone)</u> |
| <u>MMK365 Marketing Insights</u>                    |

Completion Rule

- Must pass 8 unit(s) in {MIS362, MIS384, MMK266, MMK268, MMK280, MMK350, MMK352, MMK365}