

## 2012 Course Structure

Bachelor of Design (Industrial Design) / Bachelor of Business (DBID10)

### Course Structure

The DBID10 double degree requires students to successfully complete 400 credit points of approved units of study equivalent to four years of full-time study, with an optional and additional year of Industry-Based Learning (IBL)\* normally taken after three years of study.

The Program operates under a student workload model based on 100 credit points for a full-time academic year. Usually, four units of study are taken per semester, each unit having a value of 12.5 credit points. Please note available semesters when creating your course plan.

#### Design Professional Major (Industrial Design)

|  | Unit of Study Code | Unit of Study Title                                 | Pre-requisite units of study | Credit Points (CP) | Course Plan |      |
|--|--------------------|---|------------------------------|--------------------|-------------|------|
|  |                    |   |                              |                    | Semester    | Year |
|  | HDC001             | 20th Century Design                                 | nil                          | 12.5               |             |      |
|  | HDC002             | Methods of Investigation                            | nil                          | 12.5               |             |      |
|  | HDC003             | Design Studio                                       | nil                          | 12.5               |             |      |
|  | HDC004             | Digital Design                                      | nil                          | 12.5               |             |      |
|  | HD3D003            | Product Design Studio 1                             | nil                          | 12.5               |             |      |
|  | HD3D004            | Product Communication                               | nil                          | 12.5               |             |      |
|  | HDIND121           | Industrial Design Studio - Ergonomic Interaction    | nil                          | 12.5               |             |      |
|  | HD3D007            | Product Design Studio 2                             | nil                          | 12.5               |             |      |
|  | HD3D008            | Product Cad   | HD3D004                      | 12.5               |             |      |
|  | HDIND221           | Industrial Design Studio - Sustainable Environments | nil                          | 12.5               |             |      |
|  | HDIND222           | Processes Technology                                | nil                          | 12.5               |             |      |
|  | HDC005             | Contemporary Design Issues                          | nil                          | 12.5               |             |      |
|  | HDIND211           | Industrial Design Studio - Changing Patterns        | nil                          | 12.5               |             |      |
|  | HDIND311           | Manufacturing Technology                            | nil                          | 12.5               |             |      |
|  | HDIND321           | Industrial Design Studio - Professional Practice    | HDIND322 Co- Req             | 12.5               |             |      |
|  | HDIND322           | Manufacturing Communication                         | nil                          | 12.5               |             |      |
|  | HDD0009            | Careers in the Curriculum                           | nil                          | 0                  |             |      |

#### Business Professional Major (Marketing)

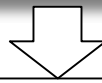
|  | Unit of Study Code                           | Unit of Study Title                          | Pre-requisite units of study   | Credit Points (CP) | Course Plan |      |
|--|--|--|--------------------------------|--------------------|-------------|------|
|  |  |  |                                |                    | Semester    | Year |
|  | LBM100                                       | Marketing Concepts                           | nil                            | 12.5               |             |      |
|  | LCR102                                       | Foundations of Statistics                    | nil                            | 12.5               |             |      |
|  | LTE100                                       | Introduction to Management                   | nil                            | 12.5               |             |      |
|  | LBC100                                       | Accounting 1                                 | nil                            | 12.5               |             |      |
|  | LBL201                                       | Marketing Law                                | nil                            | 12.5               |             |      |
|  | LPR100                                       | Professional Communication Practice          | nil                            | 12.5               |             |      |
|  | LBE100                                       | Microeconomics                               | nil                            | 12.5               |             |      |
|  | 2 <sup>nd</sup> Capstone Unit (See below)    |  |                                |                    |             |      |
|  | LBM200                                       | Marketing Behaviour                          | LBM100 Co-requisite            | 12.5               |             |      |
|  | LBM305                                       | International Marketing                      | LBM100                         | 12.5               |             |      |
|  | LBM204                                       | Integrated Marketing Communications          | LBM100 or LPR100               | 12.5               |             |      |
|  | LBM206                                       | Services Marketing                           | LBM100                         | 12.5               |             |      |
|  | LBM307                                       | Strategic Business Research                  | LBM100                         | 12.5               |             |      |
|  | LBM207                                       | Product Management                           | LBM100                         | 12.5               |             |      |
|  | LSQ201                                       | Survey Research Methods                      | LCR102                         | 12.5               |             |      |
|  | LBM333                                       | Strategic Marketing Planning Project         | 100 credit points incl. LBM100 | 12.5               |             |      |
|  | 2 <sup>nd</sup> Capstone Unit (Complete one) |  |                                |                    |             |      |
|  | LZZ331                                       | Work Integrated Learning Project             | 200 cp business units          | 12.5               |             |      |
|  | LPP331                                       | Professional Reading and Dissertation        | 100 cp business units          | 12.5               |             |      |
|  | LPP330                                       | Professional Communication Skills Project    | 200 cp business units          | 12.5               |             |      |
|  | LBX330                                       | Global Business Practice and Culture Project | 175 cp business units          | 12.5               |             |      |

\*\* - Competence in some software packages is expected. Please check <http://www.swinburne.edu.au/courses/> for details.  
Information correct at time of printing October 2011

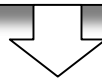
## Recommended Sequence of Study

Bachelor of Design (**Industrial Design**) / Bachelor of Business (DBID10)

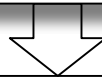
| Sem 1 | Campus  | Code   | Description                |
|-------|---------|--------|----------------------------|
|       | Prahran | HDC001 | 20th Century Design        |
|       | Prahran | HDC003 | Design Studio              |
|       | Prahran | LTE100 | Introduction to Management |
|       | Prahran | LBE100 | Microeconomics             |
| Sem 2 |         |        |                            |
|       | Prahran | HDC002 | Methods of Investigation   |
|       | Prahran | HDC004 | Digital Design             |
|       | Prahran | LCR102 | Foundation of Statistics   |
|       | Prahran | LBC100 | Accounting 1               |



| Sem 1 | Campus   | Code     | Description                                      |
|-------|----------|----------|--|
|       | Lilydale | LBM100   | Marketing Concepts                               |
|       | Prahran  | LPR100   | Professional Communication Practice              |
|       | Prahran  | HD3D003  | Product Design Studio 1                          |
|       | Prahran  | HD3D004  | Product Communication                            |
| Sem 2 |          |          |  |
|       | Prahran  | LBM200   | Marketing Behaviour                              |
|       | Lilydale | LBM206   | Services Marketing                               |
|       | Prahran  | HDIND121 | Industrial Design Studio - Ergonomic Interaction |
|       | Prahran  | HD3D007  | Product Design Studio 2                          |



| Sem 1 | Campus   | Code     | Description   |
|-------|----------|----------|---|
|       | Lilydale | LBM204   | Integrated Marketing Communication                  |
|       | Lilydale | LBL201   | Marketing Law                                       |
|       | Prahran  | HD3D008  | Product Cad   |
|       | Prahran  | HDIND221 | Industrial Design Studio – Sustainable Environments |
| Sem 2 |          |          |   |
|       | Lilydale | LBM305   | International Marketing                             |
|       | Lilydale | Capstone |   |
|       | Prahran  | HDIND222 | Process Technology                                  |
|       | Prahran  | HDIND211 | Industrial Design Studio – Chancina Patterns        |



| Sem 1 | Campus   | Code     | Description                                      |
|-------|----------|----------|--|
|       | Lilydale | LBM207   | Product Management                               |
|       | Lilydale | LSQ201   | Survey Research Methods                          |
|       | Prahran  | HDC005   | Contemporary Design Issues                       |
|       | Prahran  | HDIND311 | Manufacturing Technology                         |
| Sem 2 |          |          |  |
|       | Lilydale | LBM333   | Strategic Marketing Planning Project             |
|       | Lilydale | LBM307   | Strategic Business Research                      |
|       | Prahran  | HDIND321 | Industrial Design Studio – Professional Practice |
|       | Prahran  | HDIND322 | Manufacturing Communication                      |