

## 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 (Business Public Relations)

	Unit of Study Code	Unit of Study Title	Pre-requisite units of study	Credit Points (CP)	Course Plan	
					Semester	Year
	LBC100	Accounting 1		12.5		
	LBE100	Microeconomics		12.5		
	LBM100	Marketing Concepts		12.5		
	LTE100	Introduction to Management		12.5		
	LCR102	Foundation of Statistics		12.5		
	LPR100	Professional Communication Practice		12.5		
	LBL100	Introduction to Commercial Law		12.5		
	LPR200	Public relations Theory and Practice	LPR100 – co-req	12.5		
	2 <sup>nd</sup> Capstone Unit (See below)					
	LPR201	Public Relations Writing	LPR100 – co-req	12.5		
	LPR202	Global Public Relations Practice		12.5		
	LPR303	Issues, Crisis and Risk Communication	LPR100	12.5		
	LPR302	Events Management	150 cp business units	12.5		
	LTE200	Organisations and Management	LTE100	12.5		
	LBM204	Integrated Marketing Communications	LPR100 or LBM100	12.5		
	LPR332	Public Relations Project & Campaign Planning	100 cp business units incl. LPR200 & LPR201	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) – Business Public Relations

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
	Lilydale	LPR100	Professional Communication Practice
	Prahran	HD3D003	Product Design Studio 1
	Prahran	HD3D004	Product Communication
Sem 2			
	Lilydale	LBL100	Introduction to Commercial Law
	Lilydale	LPR200	Public relations Theory and Practice
	Prahran	HDIND121	Industrial Design Studio - Ergonomic Interaction
	Prahran	HD3D007	Product Design Studio 2

Sem 1	Campus	Code	Description
	Lilydale	Capstone	
	Lilydale	LPR201	Public Relations Writing
	Prahran	HD3D008	Product Cad
	Prahran	HDIND221	Industrial Design Studio - Sustainable Environments
Sem 2			
	Lilydale	LPR202	Global Public Relations Practice
	Lilydale	LPR303	Issues, Crisis and Risk Communication
	Prahran	HDIND222	Processes Technology
	Prahran	HDIND211	Industrial Design Studio –Changing Patterns

Sem 1	Campus	Code	Description
	Lilydale	LPR302	Events Management
	Lilydale	LTE200	Organisations and Management
	Prahran	HDC005	Contemporary Design Issues
	Prahran	HDIND311	Manufacturing Technology
Sem 2			
	Lilydale	LBM204	Integrated Marketing Communications
	Lilydale	LPR332	Public Relations Project & Campaign Planning
	Prahran	HDIND321	Industrial Design Studio - Professional Practice
	Prahran	HDIND322	Manufacturing Communication