

OUA Course Planner & Transition Information 2014 – 2017

Bachelor of Business

OVERALL COURSE STRUCTURE

BACHELOR OF BUSINESS		
NEW INTAKE FROM 2017	INTAKE FROM 2015-2016	PRE-2015
8 UNIT CORE STUDIES + 8 UNIT MAJOR PLUS Other studies comprising: a second major from the business discipline OR one co-major from another discipline OR 1 to 2 minor/s, and/or single unit electives.	16 UNIT MAJOR (8 CORE UNITS + 8 SPECIALISATION UNITS) PLUS Secondary studies comprising: a second major from the business discipline OR one co-major from another discipline OR 1 to 2 minor/s, and/or single unit electives.	12 UNIT MAJOR PLUS: 8 unit co-major, plus (minor or 4 electives) OR 1 to 3 minors with balance of units comprising electives OR 12 electives

COURSE RULES

BACHELOR OF BUSINESS		
Course Rules from 2017	Course Rules 2015-2016	Course Rules Pre 2015
To qualify for the award of Bachelor of Business students must complete 300 credit points comprising of:	To qualify for the award of Bachelor of Business students must complete 300 credit points comprising:	To qualify for the award of Bachelor of Business students must complete 300 credit points comprising of:
<ul style="list-style-type: none"> Eight [8] prescribed Bachelor of Business core units (100 credit points); 	<ul style="list-style-type: none"> 8 prescribed core units of study (100 credit points); 	<ul style="list-style-type: none"> 12 unit major in one of the following: Advertising, Economics, Finance, Information and Business Systems, Marketing or Tourism Management;
<ul style="list-style-type: none"> Eight [8] units of study from a discipline major in one of the following: Advertising, Economics, Finance, Information Systems or Marketing (100 credit points); 	<ul style="list-style-type: none"> 8 unit major from a business specialisation in one of the following: Advertising, Economics, Finance, Information Systems, Marketing or Tourism Management (100 credit points); 	<ul style="list-style-type: none"> 12 Elective units comprising of a second major (12 units), one co-major (8 units), minor/s (4 units each) and/or single unit electives.
<ul style="list-style-type: none"> Eight [8] units of Secondary studies (100 credit points) comprising of a second major, minor/s, or electives. 	<ul style="list-style-type: none"> PLUS Secondary studies (100 credit points) comprising a second major from the business discipline (8 units); OR One co-major from another discipline (8 units); OR 1 to 2 minor/s, and/or single unit electives. 	
Regardless of any credit awarded within this degree, students must complete a minimum of 8 units of study with Swinburne University as part of this degree.		

ADMISSION REQUIREMENTS

BACHELOR OF BUSINESS		
Admission requirements from 2017	Admission requirements 2015 - 2016	Admission requirements Pre 2015
<p>Successful completion of the Victorian Certificate of Education (VCE) or its equivalent, such as an interstate or international Year 12 qualification. VCE prerequisites: Units 3 and 4: a minimum study score of 25 in English (or equivalent) or 30 in English (EAL).</p> <p>Non-Year 12 entry Completion or partial completion of an approved tertiary qualification (including Certificates, Diplomas, Advanced Diplomas, Associate Degrees and Degrees). Additional performance criteria and prerequisite requirements may also apply.</p> <p>OR Successful completion of 3 OUA undergraduate units or equivalent at pass level.</p> <p>Students admitted to the course with prior tertiary studies that satisfy part of the academic requirements of this course may be eligible for academic credit.</p> <p>The university may determine selection criteria and restrictions, in respect of courses, to apply in addition to these entry requirements.</p>	<p>Prior completion of any three undergraduate units.</p>	<p>No set entry requirements except for CSP students who require prior completion of any three undergraduate units.</p>

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COURSE STRUCTURE AND UNITS – CORE UNITS

NOTE All units are 12.5 credit points unless otherwise stated.

BACHELOR OF BUSINESS CORE UNITS					
2017 Course Structure ▪ For students newly admitted into the course from 2017 .	2015/2016 Course Structure ▪ For students who were admitted into the course in 2015 or 2016 .	Pre-2015 Course Structure ▪ For students who were admitted into the course before 2015 .	Equivalent units		
CORE UNITS (8 units)	CORE UNITS (8 units)	DISCIPLINE MAJOR (12 UNITS)	OTHER	Pre 2014	2014
Students complete the following 8 units:	Students complete the following 2 units:	Students complete the following unit:			
ACC10007 Financial Info for Decision Making	ACC10007 Financial Info for Decision Making	ACC10007 Financial Info for Decision Making	ACG11	ACF110	ACC10007
BUS10012 Innovative Business Practice	COM12 Business Communication (Griffith) OR BUS10012 Innovative Bus Practice (from 2017)	<i>Not part of pre-2015 structure</i>	COM10007		
	PLUS 3 of the following 5 units:	Plus the following (differs per Major):			
MGT10001 Introduction to Management	IBA111 Management Concepts (Intro to Management) (Griffith) OR MGT10001 Introduction to Management (from 2017)	IBA111 Management Concepts (Introduction to Management) (Griffith) OR MGT10001 Introduction to Management (from 2017) ¹	MAN11/ LTE100/ MGT10001	IBA111	IBA111
MKT10007 Fundamentals of Marketing	MKT10007 Fundamentals of Marketing	MKT10007 Fundamentals of Marketing ²	LBM100/ MAR11	MAR110	MKT10007
<i>If completed, credit goes towards an elective (unless ECO10003 has also been completed)*</i>	ECO10002 Microeconomics. <i>If not completed, students complete ECO10004 instead from 2017.</i>	ECO10002 Microeconomics. <i>If not completed, students complete ECO10004 from 2017³</i>			
ECO10004 Economic Principles*	<i>Unit not in 2015/2016 structure</i>	<i>Not part of pre-2015 structure</i>			
<i>Unit not in 2017 structure, If completed credit goes towards an elective</i>	BLW17 Business Law (UniSA)	BLW16 Foundations of Business Law (UniSA) OR BLW17 Business Law (UniSA) (from 2016) ⁴	LAW10004	BLW16	BLW16
INF10003 Intro to Business Information Systems	INF10003 Intro to Business Information Systems	<i>Not part of pre-2015 structure</i>	¹ Core unit for students completing the pre-2015 Major in either Advertising(Adv), Economics(Eco), Information Systems(IS) or Marketing(Mkt). ² Core unit for students completing the pre-2015 Major in either Adv, IS or Mkt. ³ Core unit for students completing the pre-2015 Major in either Eco, Finance or IS. ⁴ Core unit for students completing the pre-2015 Major in Advertising.		
	PLUS the following 3 units:				
BUS30024 Advanced Innovation Business Practice (Students that have done BUS30010 & ENT30010 will get credit for BUS30024 & an elective.)	ENT30010 Contemporary Issues in Entrepreneurship and Innovation	<i>Not part of pre-2015 structure</i>			
	BUS30010 Integrative Business Practice	<i>Not part of pre-2015 structure</i>			
BUS30009 Industry Consulting Project (or alternative equivalent unit approved by faculty)	BUS30009 Industry Consulting Project (or alternative equivalent unit approved by faculty)	<i>Not part of pre-2015 structure</i>			

* Students who have completed ECO10002 must also complete ECO10003. From 2018, students who completed ECO10002 but not ECO10003, will get credit for an elective and must complete ECO10004; Students who have done both ECO10002 and ECO10003 will get credit for ECO10004 and ECO20004.

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COURSE STRUCTURE AND UNITS – ADVERTISING MAJOR

BACHELOR OF BUSINESS with a major in ADVERTISING					
2017 Course Structure ▪ For students newly admitted into the course from 2017 .	2015/2016 Course Structure ▪ For students who were admitted into the course in 2015 or 2016 .	Pre-2015 Course Structure ▪ For students who were admitted into the course before 2015 .			
ADVERTISING MAJOR (8 units)	ADVERTISING MAJOR (8 units)	DISCIPLINE MAJOR (12 UNITS) - <i>CONTINUED</i>	OTHER	Pre 2014	2014
Students complete the following 8 units:	Students complete the following 8 units:	Plus the following 8 units for ADVERTISING:			
ADV10001 Principles of Advertising	ADV10001 Principles of Advertising	ADV10001 Principles of Advertising		ADV100	ADV10001
MKT20025 Consumer Behaviour	MKT20025 Consumer Behaviour	MKT20025 Consumer Behaviour		MAR210	MKT20025
MKT30017 Branding, Innovation and Design	MKT30017 Branding, Innovation and Design	<i>No 2014 equivalent unit</i>			
ADV20002 Concept Development and Copywriting	ADV20002 Concept Development and Copywriting	ADV20002 Concept Development and Copywriting		ADV201	ADV20002
ADV20001 Advertising Issues: Regulation, Ethics & Cultural Considerations	ADV20001 Advertising Issues: Regulation, Ethics & Cultural Considerations	ADV20001 Advertising Issues: Regulation, Ethics & Cultural Considerations		ADV206	ADV20001
MDA20011 Sports/Advertising/Media	MDA30001 Media, Advertising, Sports and Society (2015) OR MDA20011 Sports/Advertising/Media (<i>Change to unit code & title from 2016</i>)	MDA30001 Media, Advertising, Sports and Society (2015) OR MDA20011 Sports/Advertising/Media (<i>Change to unit code & title from 2016</i>)		ADV308	MDA30001
ADV30001 Advertising Media Planning And Purchasing	ADV30001 Advertising Media Planning And Purchasing	ADV30001 Advertising Media Planning And Purchasing		ADV302	ADV30001
ADV30002 Advertising Management And Campaigns Project	ADV30002 Advertising Management And Campaigns Project	ADV30002 Advertising Management And Campaigns Project		ADV330	ADV30002
<i>Unit not in 2017 structure</i>	<i>Unit not in 2015/2016 structure</i>	MDA10001 Introduction to Media Studies	LSM100	CIM12	MDA10001
PLUS Secondary studies (100 credit points) comprising a second major from the business discipline (8 units); OR One co-major from another discipline (8 units); OR 1 to 2 minor/s, and/or single unit electives.		PLUS 12 Elective units comprising a second major (12 units), one co-major (8 units), minor/s (4 units each) and/or single unit electives			

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COURSE STRUCTURE AND UNITS – ECONOMICS MAJOR

BACHELOR OF BUSINESS with a major in ECONOMICS					
2017 Course Structure ▪ For students newly admitted into the course from 2017 .	2015/2016 Course Structure ▪ For students who were admitted into the course in 2015 or 2016 .	Pre-2015 Course Structure ▪ For students who were admitted into the course before 2015 .			
ECONOMICS MAJOR (8 units)	ECONOMICS MAJOR (8 units)	DISCIPLINE MAJOR (12 UNITS) - <i>CONTINUED</i>	OTHER	Pre 2014	2014
Students complete the following 8 units:	Students complete the following 8 units:	Plus the following 9 units for ECONOMICS:			
<i>If completed, credit goes towards an elective (unless ECO10002 has also been completed)*</i>	ECO10003 Macroeconomics (<i>last offered SP2 2017</i>)*	ECO10003 Macroeconomics (<i>last offered SP2 2017</i>)	ECO12	ECO101	ECO10003
ECO20004 Macroeconomic Policy*	<i>Unit not in 2015/2016 structure</i>	<i>No 2014 equivalent unit</i>			
FIN10002 Financial Statistics	FIN10002 Financial Statistics	<i>No 2014 equivalent unit</i>		STA102	STA10003
ECO20003 Managerial Economics and Strategy	ECO20003 Managerial Economics and Strategy	ECO20003 Managerial Economics and Strategy		ECO21	ECO20003
ECO20001 Environmental Economics	ECO20001 Environmental Economics	ECO20001 Environmental Economics		ECO22	ECO20001
<i>Unit not in 2017 structure, If completed credit goes towards an elective</i>	FIN20012 Financial Markets (<i>last offered SP2 2017</i>)	<i>No 2014 equivalent unit</i>			
ECO30002 Economic Policy in Society	ECO30002 Economic Policy in Society	ECO30002 Economic Policy in Society		ECO30	ECO30002
ECO30003 Data Analysis and Econometrics	<i>Unit not in 2015/2016 structure</i>	<i>No 2014 equivalent unit</i>			
FIN30013 International Trade and Finance	FIN30013 International Trade and Finance	ECO31 International Economics OR FIN30013 International Trade and Finance		ECO31 or FIN310	ECO31
ECO30001 Economic Development	ECO30001 Economic Development Project OR ECO30001 Economic Development	ECO30001 Economic Development Project OR ECO30001 Economic Development	ECO32	ECO320	ECO30001
<i>Unit not in 2017 structure</i>	<i>Unit not in 2015/2016 structure</i>	FIN10002 Financial Statistics OR STA10003 Foundations of Statistics	STA15	STA102	STA10003
<i>Unit not in 2017 structure</i>	<i>Unit not in 2015/2016 structure</i>	STA20005 Survey Research Methods OR MKT20019 Marketing Research (<i>from 2015</i>)	LSQ201	MAR29	STA20005
<i>Unit not in 2017 structure</i>	<i>Unit not in 2015/2016 structure</i>	INF10014 Information Methods OR INF10003 Intro to Business Information Systems (<i>from 2017</i>)	LCI101	CIS11	INF10014
PLUS Secondary studies (100 credit points) comprising a second major from the business discipline (8 units); OR One co-major from another discipline (8 units); OR 1 to 2 minor/s, and/or single unit electives.		PLUS 12 Elective units comprising a second major (12 units), one co-major (8 units), minor/s (4 units each) and/or single unit electives			

* Students who have completed ECO10002 must also complete ECO10003. From 2018, students who completed ECO10002 but not ECO10003, will get credit for an elective and must complete ECO10004; Students that have done both ECO10002 and ECO10003 will get credit for ECO10004 and ECO20004.

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COURSE STRUCTURE AND UNITS – FINANCE MAJOR

BACHELOR OF BUSINESS with a major in FINANCE					
2017 Course Structure ▪ For students newly admitted into the course from 2017 .	2015/2016 Course Structure ▪ For students who were admitted into the course in 2015 or 2016 .	Pre-2015 Course Structure ▪ For students who were admitted into the course before 2015 .			
FINANCE MAJOR (8 units)	FINANCE MAJOR (8 units)	DISCIPLINE MAJOR (12 UNITS) - <i>CONTINUED</i>	OTHER	Pre 2014	2014
Students complete the following 8 units:	Students complete the following 8 units:	Plus the following 10 units for FINANCE:			
<i>If completed, credit goes towards an elective (unless ECO10002 has also been completed)*</i>	ECO10003 Macroeconomics (<i>last offerings SP2 2017</i>)*	ECO10003 Macroeconomics (<i>last offerings SP2 2017</i>).	ECO12	ECO101	ECO10003
ECO20004 Macroeconomic Policy*	<i>Unit not in 2015/2016 structure</i>	<i>No 2014 equivalent unit</i>			
FIN10002 Financial Statistics (Do NOT complete this unit if you have already completed STA10003 Foundation of Statistics)	FIN10002 Financial Statistics (Do NOT complete this unit if you have already completed STA10003 Foundation of Statistics)	FIN10002 Financial Statistics OR STA10003 Foundation of Statistics	STA15	STA102	STA10003
FIN20014 Financial Management	FIN20014 Financial Management	FIN20014 Financial Management		FIN208	FIN20014
LAW30002 Finance Law	<i>Unit not in 2015/2016 structure</i>	<i>No 2014 equivalent unit</i>			
<i>Unit not in 2017 structure, If completed credit goes towards an elective</i>	FIN20012 Financial Markets (<i>last offering SP2 2017</i>)	FIN20012 Financial Markets (<i>last offering SP2 2017</i>)		FIN204	FIN20012
FIN20013 Banking Operations and Governance	FIN20013 Monetary Policy and Risk Management (<i>2015 title</i>) OR FIN20013 Banking and Financial Institutions Management (<i>2016 title</i>) OR FIN20013 Banking Operations and Governance (<i>Change to unit title from 2017</i>)	FIN20013 Monetary Policy and Risk Management (<i>2015 title</i>) OR FIN20013 Banking and Financial Institutions Management (<i>2016 title</i>) OR FIN20013 Banking Operations and Governance (<i>Change to unit title from 2017</i>)		FIN303	FIN20013
FIN30013 International Trade and Finance	FIN30013 International Trade and Finance	FIN30013 International Trade and Finance		FIN310	FIN30013
FIN30014 Financial Risk Management	FIN30014 Financial Risk Management	<i>No 2014 equivalent unit</i>			
FIN30016 Management of Investment Portfolios	FIN30016 Management of Investment Portfolios	FIN30016 Management of Investment Portfolios		FIN302	FIN30016
<i>Unit not in 2017 structure</i>	<i>Unit not in 2015/2016 structure</i>	FIN30009 Fixed Income Securities And Markets		FIN330	FIN30009
<i>Unit not in 2017 structure</i>	<i>Unit not in 2015/2016 structure</i>	FIN30004 Advanced Corporate Finance		FIN307	FIN30004
<i>Unit not in 2017 structure</i>	<i>Unit not in 2015/2016 structure</i>	FIN30006 Financial Modelling		FIN301	FIN30006
PLUS Secondary studies (100 cps) comprising a second major from the business discipline (8 units); OR One co-major from another discipline (8 units); OR 1 to 2 minor/s, and/or single unit electives.		PLUS 12 Elective units comprising a second major (12 units), one co-major (8 units), minor/s (4 units each) and/or single unit electives			

* Students who have completed ECO10002 must also complete ECO10003. From 2018, students who completed ECO10002 but not ECO10003, will get credit for an elective and must complete ECO10004; Students that have done both ECO10002 and ECO10003 will get credit for ECO10004 and ECO20004.

COURSE STRUCTURE AND UNITS – INFORMATION SYSTEMS MAJOR

BACHELOR OF BUSINESS with a major in INFORMATION SYSTEMS (previously Information and Business Systems Major)					
2017 Course Structure ▪ For students newly admitted into the course from 2017.	2015/2016 Course Structure ▪ For students who were admitted into the course in 2015 or 2016.	Pre-2015 Course Structure ▪ For students who were admitted into the course before 2015.			
INFORMATION SYSTEMS MAJOR (8 units)	INFORMATION AND BUSINESS SYSTEMS MAJOR (8 units)	DISCIPLINE MAJOR (12 UNITS) - CONTINUED	OTHER	Pre 2014	2014
Students complete the following 8 units:	Students complete the following 8 units:	Plus the following 8 units for INFORMATION AND BUSINESS SYSTEMS:			
<i>Unit not in 2017 structure, If completed credit goes towards an elective</i>	INF10014 Information Methods (last offered SP4 2016) OR INF20001 Electronic Comm and Applications OR ICT20008 Human Computer Interaction OR ICT10013 Programming Concepts OR ICT30005 Professional Issues in IT (replacement units from 2017)	INF10014 Information Methods (last offered SP4 2016) OR INF20001 Electronic Comm and Applications OR ICT20008 Human Computer Interaction OR ICT10013 Programming Concepts OR ICT30005 Professional Issues in IT (replacement units from 2017)	LCI101	CIS11	INF10014
INF20003 Requirements Analysis and Modelling (Do NOT complete this unit if INF10006 has already been completed as they are equivalent)	INF10006 Information System Fundamentals OR INF20003 Requirements Analysis and Modelling (Change to unit code, level and title from 2017)	INF10006 Information System Fundamentals OR INF20003 Requirements Analysis and Modelling (Change to unit code, level and title from 2017)	LAI100	CIS13	INF10006
INF10002 Database Analysis and Design (Do NOT complete this unit if INF20004 has already been completed as they are equivalent)	INF20004 Database Concepts and Modelling OR INF10002 Database Analysis and Design (Change to unit code, level and title from 2017)	INF20004 Database Concepts and Modelling OR INF10002 Database Analysis and Design (Change to unit code, level and title from 2017)	CIS210/ LAI210	CIS211	INF20004
INF30018 Information Systems Management (Do NOT complete this unit if INF20006 has already been completed as they are equivalent)	INF20006 Management Support Systems OR INF30018 Information Systems Management (Change to unit code, level and title from 2017)	INF20006 Management Support Systems OR INF30018 Information Systems Management (Change to unit code, level and title from 2017)	LAI230	CIS23	INF20006
INF20012 Enterprise Systems	INF20012 Enterprise Systems (replaced INF20011 which was never offered)	No 2014 equivalent unit			
INF30004 Business Intelligence and Data Visualisation	INF30004 Business Intelligence OR INF30004 Business Intelligence and Data Visualisation (Change to unit title from 2017)	No 2014 equivalent unit			
INF30005 Business Process Management	INF30005 Business Process Modelling OR INF30005 Business Process Management (change to title from 2016)	No 2014 equivalent unit			

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COURSE STRUCTURE AND UNITS – INFORMATION SYSTEMS MAJOR *Continued*

BACHELOR OF BUSINESS with a major in INFORMATION SYSTEMS (previously Information and Business Systems Major)					
2017 Course Structure ▪ For students newly admitted into the course from 2017 .	2015/2016 Course Structure ▪ For students who were admitted into the course in 2015 or 2016.	Pre-2015 Course Structure ▪ For students who were admitted into the course before 2015 .			
INFORMATION SYSTEMS MAJOR (8 units) - <i>CONTINUED</i>	INFORMATION AND BUSINESS SYSTEMS MAJOR (8 units) - <i>CONTINUED</i>	DISCIPLINE MAJOR (12 UNITS) - <i>CONTINUED</i>	OTHER	Pre 2014	2014
INF30029 Information Technology Project Management	INF30019 Information Systems Project Management OR INF30029 Information Technology Project Management (Change to unit code & title from SP4 2015)	INF30019 Information Systems Project Management OR INF30029 Information Technology Project Management (Change to unit code & title from SP4 2015)	CIS36/ LAS310	CIS360	INF30019
ICT30005 Professional Issues in IT	Unit not in 2015/2016 structure	Not part of pre-2015 structure			
Unit not in 2017 structure	Unit not in 2015/2016 structure	INF20002 Business Analysis and Modelling OR INF30003 Business Information Systems Analysis (Change to unit code, level and title from 2017)		CIS290	INF20002
Unit not in 2017 structure	Unit not in 2015/2016 structure	LAW30006 Cyberlaw (Last offering SP1 2017)		BLW300	LAW30006
Unit not in 2017 structure	Unit not in 2015/2016 structure	INF30009 Professional Reading and Writing in Information Systems Strategy (last offering SP3 2016) OR INF30027 Business Information Systems Industry Project (replacement unit from 2017)	CIS31/ LAI300	CIS310	INF30009
PLUS Secondary studies (100 credit points) comprising a second major from the business discipline (8 units); OR One co-major from another discipline (8 units); OR 1 to 2 minor/s, and/or single unit electives.		PLUS 12 Elective units comprising a second major (12 units), one co-major (8 units), minor/s (4 units each) and/or single unit electives			

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COURSE STRUCTURE AND UNITS – MARKETING MAJOR

BACHELOR OF BUSINESS with a major in MARKETING					
2017 Course Structure ▪ For students newly admitted into the course from 2017 .	2015/2016 Course Structure ▪ For students who were admitted into the course in 2015 or 2016 .	Pre-2015 Course Structure ▪ For students who were admitted into the course before 2015 .			
MARKETING MAJOR (8 units)	MARKETING MAJOR (8 units)	DISCIPLINE MAJOR (12 UNITS) - <i>CONTINUED</i>	OTHER	Pre 2014	2014
Students complete the following 8 units:	Students complete the following 8 units:	Plus the following 9 units for MARKETING:			
MKT20019 Marketing Research	MKT20019 Marketing Research (Do NOT complete this unit if you have already completed STA20005 Survey Research Methods)	STA20005 Survey Research Methods OR MKT20019 Marketing Research (replacement unit from 2015)		MAR29	STA20005
MKT20021 Integrated Marketing Communication	MKT20021 Integrated Marketing Communication	MKT20021 Integrated Marketing Communication		MAR230	MKT20021
MKT20023 Marketing Channel Design and Integration	MKT20023 Marketing Channel Design and Integration	MKT20012 Services Marketing (last offering 2016) OR MKT20023 Marketing Channel Design & Integration (replacement unit from 2017)	MAR301/ LBM206 / LSQ201	MAR260	MKT20012
MKT20024 Product and Service Innovation Management	MKT20024 Product and Service Innovation Management	MKT20024 Product and Service Innovation Management	MAR30	MAR270	MKT20024
MKT20025 Consumer Behaviour	MKT20025 Consumer Behaviour	MKT20025 Consumer Behaviour		MAR210	MKT20025
MKT30015 Marketing and Communication Information and Decision Making	MKT30015 Marketing and Communication Information and Decision Making	MKT30015 Marketing and Communication Information and Decision Making		MAR370	MKT30015
MKT30016 Marketing Strategy and Planning	MKT30013 Strategic Marketing Planning Project OR MKT30016 Marketing Strategy and Planning (Change to unit code & title from 2016)	MKT30013 Strategic Marketing Planning Project OR MKT30016 Marketing Strategy and Planning (Change to unit code & title from 2016)	MAR220	MAR331	MKT30013
MKT30017 Branding, Innovation and Design	MKT30017 Branding, Innovation and Design	MKT30011 International Marketing (last offering 2016) OR MKT30017 Branding, Innovation & Design (replacement unit from 2017)	MAR34	MAR305	MKT30011
Unit not in 2017 structure	Unit not in 2015/2016 structure	FIN10012 Financial Statistics Do NOT complete this unit if you have already completed STA10003 Foundation of Statistics	STA15	STA102	STA10003
PLUS Secondary studies (100 credit points) comprising a second major from the business discipline (8 units); OR One co-major from another discipline (8 units); OR 1 to 2 minor/s, and/or single unit electives.		PLUS 12 Elective units comprising a second major (12 units), one co-major (8 units), minor/s (4 units each) and/or single unit electives			