

**How to use this Degree Planner**

Table 1 Course Rules - outlines the course requirements to enable you to be eligible to graduate.

Table 2 Course Structure - lists the subjects required to complete the degree.

Only follow the details in this column if you are a NEW student in this course IN 2017, 2018 or 2019.
(Students who transitioned from an earlier course version should refer to the [Degree Planner and Transition Plan](#) under their first year of intake)

Table 1 - Course Rules 2017-2019

For students who choose to transition to the new degree, and for students newly admitted into their degree from 2017 and beyond

To qualify for the award of Bachelor of Business students must complete 24 units of study (300 credit points) as follows:

- 8 Core units;
- 8 unit major from a business specialisation in one of the following: Advertising (*no longer available*), Economics*, Finance*, Information Systems or Marketing;
- PLUS 8 units of Secondary studies comprising a second major from a business discipline (8 units); OR One co-major from another discipline (8 units); OR 1 to 2 minor/s(4 units each), and/or single unit electives.

Regardless of any credit awarded within this degree, students must complete a minimum of 8 units with Swinburne University as part of this degree Suite.

***NOTE: The Economics and Finance Majors moved to Teach-out from 2019, all subjects in these majors need to be completed by the end of 2020.**

Table 2 - Course Structure 2017-2019

CORE UNITS (8 subjects)	Final Offerings Available
Complete the following 8 subjects:	
ACC10007 Financial Information for Decision Making	Continuing
BUS10012 Innovative Business Practice	Continuing
BUS30024 Advanced Innovation Business Practice	Continuing
BUS30009 Industry Consulting Project	Continuing
MGT10001 Introduction to Management	Continuing
MKT10007 Fundamentals of Marketing	Continuing
ECO10004 Economic Principles	Continuing
INF10003 Introduction to Business Information Systems	Continuing



Advertising Major (8 units)	Final Offerings Available
This major was discontinued in 2018. All ADV subjects are no longer available from 2019.	
Complete the following 8 subjects:	
ADV10001 Principles of Advertising (last offered SP4 2017)	Discontinued
MKT20025 Consumer Behaviour	Continuing
MKT30017 Branding, Innovation and Design	Continuing
ADV20001 Advertising Issues: Regulation, Ethics & Cultural Considerations (last offered SP1 2018)	Discontinued
ADV20002 Concept Development and Copywriting (last offered SP2 2018)	Discontinued
ADV30001 Advertising Media Planning And Purchasing (last offered SP3 2018)	Discontinued
ADV30002 Advertising Management And Campaigns Project	SP4 2018
MDA20011 Sports/Advertising/Media	Discontinued
Economics Major (8 units)	
NOTE: THIS MAJOR IS IN TEACH-OUT FROM 2019	
All subjects need to be completed by the end of 2020.	
Complete the following 8 subjects:	
FIN10002 Financial Statistics	SP2 2019 SP4 2019
ECO20004 Macroeconomic Policy	SP2 2019 SP4 2019 SP2 2020
ECO20003 Managerial Economics and Strategy	SP3 2019 SP3 2020
ECO20001 Environmental Economics	SP1 2019 SP1 2020
ECO30003 Data Analysis and Econometrics	SP3 2019 SP3 2020
ECO30002 Economic Policy in Society	SP3 2019 SP3 2020
FIN30013 International Trade and Finance	SP2 2019 SP4 2019 SP4 2020
ECO30001 Economic Development	SP2 2019 SP2 2020



Finance Major (8 units)	Final Offerings Available
NOTE: THIS MAJOR IS IN TEACH-OUT FROM 2019	
All subjects need to be completed by the end of 2020.	
Complete the following 8 subjects:	
ECO20004 Macroeconomic Policy*	SP2 2019
* Students who are completing a double major in Economics and Finance must replace this unit with the Curtin unit BAN25 Business Analysis for Investment (previously titled Introduction to Financial Statement Analysis)	SP4 2019 SP2 2020
FIN10002 Financial Statistics**	SP2 2019
** Students who are completing a double major in Economics and Finance must replace this unit with BAN27 Introductory Business	SP4 2019
LAW30002 Finance Law	SP3 2019
FIN20013 Banking Operations and Governance	SP3 2019 SP3 2020
FIN20014 Financial Management	SP1 2019 SP4 2019
FIN30014 Financial Risk Management	SP3 2019 SP3 2020
FIN30013 International Trade and Finance***	SP2 2019
*** Students who are completing a double major in Economics and Finance must replace this unit with BAN24 Introduction to Financial Institutions and Markets	SP4 2019 SP4 2020
FIN30016 Management of Investment Portfolios	SP1 2019 SP1 2020
Information Systems Major (8 units)	Final Offerings Available
Complete the following 8 subjects:	
ICT30005 Professional Issues in IT	Continuing
INF20003 Requirements Analysis and Modelling	Continuing
INF10002 Database Analysis and Design	Continuing
INF30018 Information Systems Management	Continuing
INF20012 Enterprise Systems	Continuing
INF30004 Business Intelligence and Data Visualisation	Continuing
INF30005 Business Process Management	Continuing
INF30029 Information Technology Project Management	Continuing

Faculty of Business and Law

Bachelor of Business

OUA Degree Planner

Commencing 2017-2019



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Marketing Major (8 subjects)	Final Offerings Available
Complete the following 8 subjects:	
MKT20019 Marketing Research	Continuing
MKT20021 Integrated Marketing Communication	Continuing
MKT20023 Marketing Channel Design and Integration	Continuing
MKT20024 Product and Service Innovation Management	Continuing
MKT20025 Consumer Behaviour	Continuing
MKT30015 Marketing and Communication Information and Decision Making	Continuing
MKT30016 Marketing Strategy and Planning	Continuing
MKT30017 Branding, Innovation and Design	Continuing