

# Bachelor of Business

## Co-Majors and Minors



<i>Commencing 2017-2019</i>	
<p><i>Only follow the details in this column if you are a NEW student in this BBus IN 2017, 2018 or 2019. (Students who transitioned from an earlier course version should refer to the <a href="#">Degree Planner and Transition Plan</a> under their first year of intake)</i></p>	
<b>2017-2019 Course Structure</b>	
For students newly admitted into the course from 2017.	
<b>ADVERTISING CO-MAJOR (8 units)</b>	<b>Final Offerings Available</b>
<b>This major was discontinued in 2018. All ADV subjects are no longer available from 2019</b>	
<b>Students complete the following 7 units:</b>	
ADV10001 Principles of Advertising (last offered SP4 2017)	Discontinued
MKT10007 Fundamentals of Marketing*	Continuing
MKT20025 Consumer Behaviour#	Continuing
MKT30017 Branding, Innovation and Design#	Continuing
MDA20011 Sports/Advertising/Media (last offered SP3 2018)	Discontinued
ADV30001 Advertising Media Planning And Purchasing (last offered SP3 2018)	Discontinued
ADV30002 Advertising Management And Campaigns Project (last offered SP4 2018)	Discontinued
<b>PLUS 1 of the following 2 units:</b>	
ADV20001 Advertising Issues: Regulation, Ethics & Cultural Considerations (last offered SP1 2018)	Discontinued
ADV20002 Concept Development and Copywriting (last offered SP2 2018)	Discontinued
* If a student has successfully completed MKT10007 they need to complete both ADV20001 and ADV20002	
# If a student has successfully completed MKT20025 and MKT30017 (as part of a Marketing major), they need to complete two electives in place of these two units.	
<b>ECONOMICS CO-MAJOR (8 units) For students NOT studying a finance major</b>	<b>Final Offerings Available</b>
<b>NOTE: THIS CO-MAJOR IS CURRENTLY IN TEACH-OUT</b>	
<b>All subjects need to be completed by the end of 2020.</b>	
<b>Students complete the following 8 units:</b>	
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
ECO30002 Economic Policy in Society	SP3 2019 SP3 2020
ECO20001 Environmental Economics	SP1 2019 SP1 2020
ECO30001 Economic Development	SP2 2019 SP2 2020
FIN30013 International Trade and Finance	SP2 2019 SP4 2019 SP4 2020
ECO30003 Data Analysis and Econometrics	SP3 2019 SP3 2020
<b>Note:</b> <sup>1</sup> Students who have completed ECO10002 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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2017-2019 Course Structure	
For students newly admitted into the course from 2017.	
<b>Economics Co-Major (8 units) For Finance students</b> <b>NORE: THIS CO-MAJOR IS CURRENTLY IN TEACH-OUT</b> <b>NOTE: All subjects need to be completed by the end of 2020.</b>	Final Offerings Available
<b>Students complete the following 7 units:</b>	
ECO20001 Environmental Economics	SP1 2019 SP1 2020
ECO20003 Managerial Economics and Strategy	SP3 2019 SP3 2020
ECO30002 Economic Policy in Society	SP3 2019 SP3 2020
ECO30001 Economic Development	SP2 2019 SP2 2020
LAW30002 Finance Law OR BAN25 Business Analysis for Investment (previously titled <i>Introduction to Financial Statement Analysis</i> ) (Curtin) (replacement subjects from 2018) OR FIN30009 Fixed Income Securities and Markets (last offered SP2 2017) ( <i>formerly FIN330</i> ) - Not equivalent to FIN30014.	LAW30002 SP3 2019
BAN27 Introductory Business Financial Modelling (Curtin) (replacement subject from 2018) OR FIN30006 Financial Modelling (last offered SP4 2017) ( <i>formerly FIN301</i> )	Continuing
BAN26 Corporate Finance (Curtin) (replacement unit from 2018) OR FIN30004 Advanced Corporate Finance (last offered SP1 2017) ( <i>formerly FIN307</i> )	Continuing
<b>PLUS 1 elective to be approved by the Program Co-ordinator.</b>	

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2017-2019 Course Structure	
For students newly admitted into the course from 2017.	
<b>FINANCE CO-MAJOR (8 units)</b> <i>For students NOT taking an economics or finance major</i> <b>NOTE: THIS CO-MAJOR IS CURRENTLY IN TEACH-OUT</b> <i>All subjects need to be completed by the end of 2020.</i>	Final Offerings Available
<b>Students complete the following 8 units:</b>	
FIN10002 Financial Statistics (See note 1 below)	SP2 2019 SP4 2019
ECO20004 Macroeconomic Policy (See notes 1 and 2 lower down)	SP2 2019 SP4 2019 SP2 2020
FIN20014 Financial Management	SP1 2019 SP4 2019
LAW30002 Finance Law	SP3 2019
FIN30016 Management of Investment Portfolios	SP1 2019 SP1 2020
FIN30014 Financial Risk Management	SP3 2019 SP3 2020
FIN30013 International Trade and Finance (See note 1 below)	SP2 2019 SP4 2019 SP4 2020
FIN20013 Banking Operations and Governance	SP3 2019 SP3 2020
<b>Note 1:</b> Students wanting to do a double major in Finance and Economics need to replace FIN10002, ECO20004 and FIN30013 with three of the following units:	
BAN26 Corporate Finance (Curtin) (replacement unit from 2018) OR FIN30004 Advanced Corporate Finance (last offered SP1 2017) (formerly FIN307)	Continuing
BAN27 Introductory Business Financial Modelling (Curtin) (replacement subject from 2018) OR FIN30006 Financial Modelling (last offered SP4 2017) (formerly FIN301)	Continuing
BAN25 Business Analysis for Investment (previously titled <i>Introduction to Financial Statement Analysis</i> ) (Curtin) (replacement subject from 2018) OR FIN30009 Fixed Income Securities and Markets (last offered SP2 2017) (formerly FIN330) - Not equivalent to FIN30014.	Continuing

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2017-2019 Course Structure	
For students newly admitted into the course from 2017.	
<b>FINANCE CO-MAJOR (8 units)</b> <i>For students taking an Economics Major</i> <b>NOTE: THIS CO-MAJOR IS CURRENTLY IN TEACH-OUT</b> <i>All subjects need to be completed by the end of 2020.</i>	Final Offerings Available
<b>Students complete the following 8 units:</b>	
FIN20013 Banking Operations and Governance	SP3 2019 SP3 2020
FIN20014 Financial Management	SP1 2019 SP4 2019
BAN26 Corporate Finance (Curtin) (replacement unit from 2018)	Continuing
LAW30002 Finance Law	SP3 2019
FIN30014 Financial Risk Management	SP3 2019 SP3 2020
BAN25 Business Analysis for Investment (previously titled <i>Introduction to Financial Statement Analysis</i> ) (Curtin) (replacement unit from 2018) OR FIN30009 Fixed Income Securities and Markets (last offered SP2 2017) ( <i>formerly FIN330</i> ) - Not equivalent to FIN30014.	Continuing
BAN27 Introductory Business Financial Modelling (Curtin) (replacement unit from 2018) OR FIN30006 Financial Modelling (last offered SP4 2017) ( <i>formerly FIN301</i> )	Continuing
FIN30016 Management of Investment Portfolios	SP1 2019 SP1 2020
<b>INFORMATION SYSTEMS CO-MAJOR (8 units)</b>	Unit Status
<b>Students complete the following 8 units:</b>	
INF10002 Database Analysis and Design	Continuing
INF20003 Requirements Analysis and Modelling	Continuing
INF20012 Enterprise Systems	Continuing
INF30018 Information Systems Management	Continuing
ICT30005 Professional Issues in IT	Continuing
INF30004 Business Intelligence and Data Visualisation	Continuing
INF30005 Business Process Management	Continuing
INF30029 Information Technology Project Management	Continuing

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<b>2017-2019 Course Structure</b>	
For students newly admitted into the course from 2017.	
<b>MARKETING CO-MAJOR (8 units)</b>	<b>Unit Status</b>
<b>Students complete the following 8 units:</b>	
MKT20019 Marketing Research	Continuing
MKT20021 Integrated Marketing Communication	Continuing
MKT20025 Consumer Behaviour	Continuing
MKT30015 Marketing and Communication Information and Decision Making	Continuing
MKT30016 Marketing Strategy and Planning	Continuing
MKT30017 Branding, Innovation & Design	Continuing
MKT20023 Marketing Channel Design and Integration	Continuing
MKT20024 Product and Service Innovation Management	Continuing
<b>DATA ANALYTICS ADVANCED MINOR (4 units)</b>	<b>Unit Status</b>
<i>Only available to students who have completed the Information Systems Major</i>	
<b>Students complete the following 4 units:</b>	
INF20016 Big Data Management	Continuing
INF30030 Business Analytics	Continuing
INF30004 Business Intelligence and Data Visualisation	Continuing
INF30015 Knowledge Management and Analytics	Continuing
<b>BUSINESS ANALYSIS ADVANCED MINOR (4 units)</b>	<b>Unit Status</b>
<i>Only available to students who have completed the Information Systems Major</i>	
<b>Students complete the following 4 units:</b>	
INF20012 Enterprise Systems	Continuing
INF30030 Business Analytics	Continuing
INF30005 Business Process Management	Continuing
INF30003 Business Information Systems Analysis	Continuing

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<b>2017-2019 Course Structure</b>	
For students newly admitted into the course from 2017.	
<b>ECONOMICS MINOR for finance students (4 units)</b> <b>NOTE: THIS MINOR IS CURRENTLY IN TEACH-OUT</b> All subjects need to be completed by the end of 2020.	<b>Final Offerings Available</b>
<b>Students complete the following 4 units:</b>	
ECO20001 Environmental Economics	SP1 2019 <b>SP1 2020</b>
ECO20003 Managerial Economics and Strategy	SP3 2019 <b>SP3 2020</b>
ECO30001 Economic Development	SP2 2019 <b>SP2 2020</b>
ECO30002 Economic Policy in Society	SP3 2019 <b>SP3 2020</b>
<b>ECONOMICS MINOR (4 units)</b> <b>NOTE: THIS MINOR IS CURRENTLY IN TEACH-OUT</b> All subjects need to be completed by the end of 2020.	<b>Final Offerings Available</b>
<b>Students complete the following 4 units:</b>	
ECO20004 Macroeconomic Policy (See note below)	SP2 2019 SP4 2019 <b>SP2 2020</b>
ECO20003 Managerial Economics and Strategy	SP3 2019 <b>SP3 2020</b>
ECO30002 Economic Policy in Society	SP3 2019 <b>SP3 2020</b>
<b>PLUS 1 of the following 4 units:</b>	
FIN20013 Banking Operations and Governance	SP3 2019 <b>SP3 2020</b>
FIN30013 International Trade and Finance <i>(Do NOT complete this subject if you have already completed ECO31 (Curtin Uni) before 2018 as they were previously equivalent)</i>	SP2 2019 SP4 2019 <b>SP4 2020</b>
ECO20001 Environmental Economics	SP1 2019 <b>SP1 2020</b>
ECO30001 Economic Development	SP2 2019 <b>SP2 2020</b>
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<b>2017-2019 Course Structure</b>	
For students newly admitted into the course from 2017.	
<b>FINANCE MINOR (4 units)</b>	<b>Final Offerings Available</b>
<b>Students complete the following 3 units:</b>	
FIN10002 Financial Statistics	SP2 2019 SP4 2019
FIN20014 Financial Management	SP1 2019 SP4 2019
FIN30016 Management of Investment Portfolios	SP1 2019 SP1 2020
<b>PLUS 1 of the following 4 units:</b>	
FNP11 Personal Wealth Management (RMIT)	
FIN30014 Financial Risk Management	SP3 2019 SP3 2020
FIN30013 International Trade and Finance <i>(Do NOT complete this subject if you have already completed ECO31 (Curtin Uni) before 2018 as they were previously equivalent)</i>	SP2 2019 SP4 2019 SP4 2020
LAW30002 Finance Law	SP3 2019
<b>FINANCE MINOR for students completing an Economics major</b>	<b>Final Offerings Available</b>
<b>Students complete the following 4 units:</b>	
FIN20014 Financial Management	SP1 2019 SP4 2019
FIN30014 Financial Risk Management	SP3 2019 SP3 2020
LAW30002 Finance Law	SP3 2019
FIN30016 Management of Investment Portfolios	SP1 2019 SP1 2020
<b>HUMAN RESOURCE MANAGEMENT MINOR (4 units)</b>	<b>Unit Status</b>
<b>Students complete the following 3 units:</b>	
EHR101 Work and Employability (Griffith)	Continuing
EHR202 Human Resource Management Principles (Griffith)	Continuing
EHR301 Applied Strategic Organisational Change (Griffith)	Continuing
<b>PLUS 1 of the following 2 units:</b>	
EHR201 Management Employee Relations (Griffith)	Continuing
IBA304 Inter-Cultural Management (Griffith)	Continuing

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<b>2017-2019 Course Structure</b>	
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<b>MANAGING INFORMATION SYSTEMS MINOR (4 units)</b>	<b>Unit Status</b>
<b>Students complete the following 4 units:</b>	
INF10003 Introduction to Business Information Systems	Continuing
ICT10001 Problem Solving with ICT	Continuing
INF30015 Knowledge Management and Analytics	Continuing
INF30018 Information Systems Management OR INF20006 Management Support Systems (no longer offered) ( <i>formerly CIS23</i> )	Continuing
<b>INTERNET DESIGN MINOR (4 units)</b>	<b>Unit Status</b>
<b>Students complete the following 4 units:</b>	
DIG22 Internet Design Introduction	Continuing
DIG24 Programming for Digital Design	Continuing
DIG31 Web Authoring Design	Continuing
DIG33 Internet Project Development	Continuing
<b>Marketing Minor (4 units<sup>^</sup>)</b>	<b>Unit Status</b>
<b>Students complete the following 4 units:</b>	
MKT10007 Fundamentals of Marketing <sup>^</sup>	Continuing
MKT20025 Consumer Behaviour	Continuing
MKT20021 Integrated Marketing Communication	Continuing
MKT30016 Marketing Strategy and Planning	Continuing
<b><sup>^</sup> Students who have completed MKT10007 as a core unit must also choose 1 of the following 2 units:</b>	
MKT20024 Product and Service Innovation Management	Continuing
MKT30015 Marketing and Communication Information and Decision Making	



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<b>2017-2019 Course Structure</b>	
For students newly admitted into the course from 2017.	
<b>PUBLIC RELATIONS MINOR (4 units) FROM 2019</b>	<b>Unit Status</b>
<b>Students complete the following 4 units:</b>	
COM12 Business Communication (Griffith)	Continuing
CMM127 Introduction to Public Relations (Griffith)	Continuing
CMM220 Media Relations (Griffith)	Continuing
CMM317 Risk & Crisis Communication (Griffith)	Continuing
<b>PUBLIC RELATIONS MINOR (4 units) 2015-2018</b>	<b>Unit Status</b>
<b>Students complete the following 2 units:</b>	
COM12 Business Communication (Griffith)	Continuing
CMM127 Introduction to Public Relations (Griffith)	Continuing
<b>PLUS 2 of the following 4 units:</b>	
CMM220 Media Relations (Griffith)	Continuing
CMM26 Media Law (Griffith)	Continuing
COM21 Management Communication (Griffith)	Continuing
CMM317 Risk & Crisis Communication (Griffith) (replacement unit from 2019) OR COM33 Media Buying (Griffith) (last offered SP4 2016) (formerly CMM23)	Continuing