### 1337 – Bachelor of Business (Management) and Bachelor of Business (Marketing)

**Course Structure (commencing 2009)**

#### Course Requirements

- Students must complete a total of 32 units (192 credit points) to complete the Bachelor of Business (Management) and Bachelor of Business (Marketing).
- A minimum of 8 units (48 credit points) must be taken at Monash University, Caulfield Campus.
- A minimum of 12 units (72 credit points) must be taken at Monash University.
- Students may complete up to, but not exceeding 13 units (78 credit points) at first-year-level.
- Students must complete a minimum of 8 units (48 credit points) at third-year-level, of which five must be from the Bachelor of Business degree family, Caulfield Campus.
- The unit MKF2331 Retail Promotion is excluded from this degree.

#### Common Core Units

Students MUST complete all 6 compulsory common core units:

- AFF1110/1000 Principles of accounting and finance
- BT1010 Commercial law
- ECF1100 Microeconomics
- ETX1100 Business statistics
- MGF1010 Introduction to management
- MKF1120 Marketing theory and practice

#### Management Major Units

Students MUST complete all 6 compulsory major units:

- MGF1010 Introduction to management *(also completed in the common core)*
- MGF1100 Managerial communication
- MGF2111 Organisational behaviour *(Prerequisite: MGF1010)*
- MGF2351 International business *(Prerequisite: MGF1010)*
- MGF3401 Strategic management *(Prerequisite: MGF1010)*
- MGF3621 Organisational change *(Prerequisite: MGF1010)*

Students MUST complete an additional 4 major units from the following list:

- MGF2341 Managing employee relations
- MGF2511 Managing quality, innovation and knowledge
- MGF2661 Human resources management *(Prerequisite: MGF1010)*
- MGF3661 Performance management *(Prerequisite: MGF2661)*
- MGF3381 Managing information systems
- MGF3681 International management *(Prerequisite: MGF1010)*
- MGX3771 Operations management *(Prerequisite: must have passed 12 units, 72 credit points)*
- MGX3991 Leadership principles and practices

#### Marketing Major Units

Students MUST complete all 6 compulsory major units:

- MKF1120 Marketing theory and practice *(also completed in common core)*
- MKF2111 Buyer behaviour *(Prerequisite: MKF1120)*
- MKF2121 Market research methods *(Prerequisites: MKF1120 & (ETX1100 or PSY1022))*
- MKF3121 Marketing planning and implementation *(Prerequisites: MKF2111 & MKF2131)*
- MKF3131 Strategic marketing *(Prerequisites: MKF2111 or MKF2121 – should be completed after MKF3121)*
- MKF3461 Marketing communication *(Prerequisite: MKF2111)*

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Students MUST complete an additional 4 major units from the following list:

- MKF2131 Marketing decision analysis (Prerequisite: MKF2121)
- MKF3141 Issues in competitive advantage (Prerequisites: AFF1110/1000, BTF1010 & MKF1120)
- MKF3471 Sales management and negotiation (Prerequisite: MKF1120)
- MKF3531 International marketing (Prerequisite: MKF1120)
- MKX2521 Brand management (Prerequisite: MKF1120)
- MKX3481 Logistics and fulfillment (Prerequisite: MKF1120)
- MKX3621 Advertising management (Prerequisite: MKF3461)
- MKX3631 Marketing internship (Prerequisite: As appropriate for the area of internship – Faculty Office approval required)

### Open Elective Units

Students MUST complete 8 open elective units:

1.  
2.  
3.  
4.  
5.  
6.  
7.  
8.  

### RESPONSIBILITY FOR UNIT CHOICE

Students are advised that, while the course advisors will endeavour to give every possible assistance and advice concerning unit choice, the onus is on students to ensure that units selected meet degree regulations and requirements.

Students should refer to the University Handbook for further information on course and unit details

<table>
<thead>
<tr>
<th>Year level 1</th>
<th>Semester 1</th>
<th>Core and Management Major 1 (Compulsory) MGF1010 Introduction to management 6 Pts</th>
<th>Core and Marketing Major 1 (Compulsory) MKF1120 Marketing theory and practice 6 Pts</th>
<th>Core (Compulsory) AFF1110/1000 Principles of accounting and finance 6 Pts</th>
<th>Core (Compulsory) BTF1010 Commercial law 6 Pts</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Semester 2</td>
<td>Management Major 2 (Compulsory) MGF1100 Managerial communication 6 Pts</td>
<td>Marketing Major 2 (Compulsory) MKF2111 Buyer behaviour 6 Pts</td>
<td>Core (Compulsory) ECF1100 Microeconomics 6 Pts</td>
<td>Core (Compulsory) ETX1100 Business statistics 6 Pts</td>
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<table>
<thead>
<tr>
<th>Year level 2</th>
<th>Semester 1</th>
<th>Management Major 3 (Compulsory) MGF2111 Organisational behaviour 6 Pts</th>
<th>Marketing Major 3 (Compulsory) MKF2121 Marketing research methods 6 Pts</th>
<th>Management Major Choice 1 Student Choice 1 of the management units listed 6 Pts</th>
<th>Elective 1 Student Choice 6 Pts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Semester 2</td>
<td>Management Major 4 (Compulsory) MGF2351 International business 6 Pts</td>
<td>Marketing Major Choice 1 Student Choice 6 Pts</td>
<td>Elective 2 Student Choice 6 Pts</td>
<td>Elective 3 Student Choice 6 Pts</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Year level 3</th>
<th>Semester 1</th>
<th>Management Major 5 (Compulsory) MGF3621 Organisational change 6 Pts</th>
<th>Major (Compulsory) MKF3121 Marketing planning and implementation 6 Pts</th>
<th>Marketing Major Choice 2 Student Choice 1 of the marketing units listed 6 Pts</th>
<th>Elective 4 Student Choice 6 Pts</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Semester 2</td>
<td>Management Major 6 (Compulsory) MGF3401 Strategic management 6 Pts</td>
<td>Major (Compulsory) MKF3131 Strategic marketing 6 Pts</td>
<td>Management Major Choice 2 Student Choice 1 of the management units listed 6 Pts</td>
<td>Elective 5 Student Choice 6 Pts</td>
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</table>

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<thead>
<tr>
<th>Year level 4</th>
<th>Semester 1</th>
<th>Management Major Choice 3 Student Choice 1 of the management units listed 6 Pts</th>
<th>Major (Compulsory) MKF3461 Marketing communication 6 Pts</th>
<th>Marketing Major Choice 3 Student Choice 1 of the marketing units listed 6 Pts</th>
<th>Elective 6 Student Choice 6 Pts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Semester 2</td>
<td>Marketing Major Choice 3 Student Choice 1 of the marketing units listed 6 Pts</td>
<td>Management Major Choice 4 Student Choice 1 of the management units listed 6 Pts</td>
<td>Elective 7 Student Choice 6 Pts</td>
<td>Elective 8 Student Choice 6 Pts</td>
</tr>
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