1337 – Bachelor of Business (Management) and Bachelor of Business (Marketing)
Course Structure (commencing 2011)

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 can complete a maximum of 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 5 must be from the Bachelor of Business degree family, Caulfield Campus.

Common Core Units
Students MUST complete all 6 compulsory common core units:
- AFF1000  Principles of accounting and finance
- BTF1010  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 recommended)
- MGF2351  International business (Prerequisite: MGF1010 recommended)
- MGF3401  Strategic management (Prerequisite: MGF1010)
- MGF3621  Organisational change (Prerequisite: MGF1010)

Additional 4 major units from the following list:
- MGF2341  Managing employee relations
- MGF2511  Managing quality, innovation and knowledge
- MGF2661  Human resource management (Prerequisite: MGF1010 recommended)
- MGF3361  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 (Prerequisite: MGF1010 recommended)

Marketing Major Units
Students MUST complete all 7 compulsory major units:
- MKF1120  Marketing theory and practice (also completed in common core)
- MKF2111  Buyer behaviour (Prerequisite: MKF1120)
- MKF2121  Market research methods (Prerequisites: (MKF1120 or ETX1100 & PSY1022 – corequisite MKF2111)
- MKF2131  Marketing decision analysis (Prerequisite MKF2121)
- MKF3121  Marketing planning and implementation (Prerequisites: (MKF2111 & MKF2121)
- MKF3131  Strategic marketing (Prerequisites: MKF2111, MKF2121 & MKF3121)
- MKF3461  Marketing communication (Prerequisite: MKF1120 & MKF2111)
Students MUST complete 3 additional units from the level two and three units offered by the Department of Marketing at the Caulfield Campus. The unit BTF3181 may also be chosen as part of the marketing major in this degree.

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 http://www.monash.edu.au/pubs/handbooks/undergrad/index.html
### 1337 – Bachelor of Business (Management) and Bachelor of Business (Marketing)

#### Recommended Course Progression (commencing 2011)

<table>
<thead>
<tr>
<th>Year level 1</th>
<th>Semester 1</th>
<th>Core and Management Major 1 (Compulsory)</th>
<th>Core and Marketing Major 1 (Compulsory)</th>
<th>Core (Compulsory)</th>
<th>Core (Compulsory)</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>MGF1010 Introduction to management 6 Pts</td>
<td>MKF1120 Marketing theory and practice 6 Pts</td>
<td>AFF1000 Principles of accounting and finance 6 Pts</td>
<td>BTF1010 Commercial law 6 Pts</td>
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<td>Semester 2</td>
<td>Management Major 2 (Compulsory)</td>
<td>Marketing Major 2 (Compulsory)</td>
<td>Core (Compulsory)</td>
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<td></td>
<td>MGF1100 Managerial communication 6 Pts</td>
<td>MKF2111 Buyer behaviour 6 Pts</td>
<td>ECF1100 Microeconomics 6 Pts</td>
<td>ETX1100 Business statistics 6 Pts</td>
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<tr>
<th>Year level 2</th>
<th>Semester 1</th>
<th>Management Major 3 (Compulsory)</th>
<th>Marketing Major 3 (Compulsory)</th>
<th>Management Major Choice 1 Student Choice</th>
<th>Elective 1 Student Choice</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>MGF2111 Organisational behaviour 6 Pts</td>
<td>MKF2121 Marketing research methods 6 Pts</td>
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<td>Semester 2</td>
<td>Management Major 4 (Compulsory)</td>
<td>Marketing Major 4 (Compulsory)</td>
<td>Elective 2 Student Choice 6 Pts</td>
<td>Elective 3 Student Choice 6 Pts</td>
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<td>MGF2351 International business 6 Pts</td>
<td>MKF2131 Marketing Decision Analysis 6 Pts</td>
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<th>Semester 1</th>
<th>Management Major 5 (Compulsory)</th>
<th>Marketing Major 5 (Compulsory)</th>
<th>Marketing Major Choice 2 Student Choice</th>
<th>Elective 4 Student Choice</th>
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<tbody>
<tr>
<td></td>
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<td>MGF3621 Organisational change 6 Pts</td>
<td>MKF3121 Marketing planning and implementation 6 Pts</td>
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<td>Semester 2</td>
<td>Management Major 6 (Compulsory)</td>
<td>Marketing Major 6 (Compulsory)</td>
<td>Management Major Choice 2 Student Choice</td>
<td>Elective 5 Student Choice</td>
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<tr>
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<td></td>
<td>MGF3401 Strategic management 6 Pts</td>
<td>MKF3131 Strategic marketing 6 Pts</td>
<td>One of the management units listed 6 Pts</td>
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<th>Year level 4</th>
<th>Semester 1</th>
<th>Management Major Choice 3 Student Choice</th>
<th>Marketing Major 7 (Compulsory)</th>
<th>Marketing Major Choice 3 Student Choice</th>
<th>Elective 6 Student Choice</th>
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<td>Elective 8 Student Choice</td>
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<td>6 Pts</td>
<td>6 Pts</td>
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Every effort has been made to ensure that the information provided is correct at the time of publication. Monash University reserves the right to alter this information should the need arise. October 2010.