Course Structure (commencing 2012)

### 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.
- In addition to specific unit prerequisites, second-year level units require the successful completion of three first-year level units and third-year level units require the successful completion of two second-year level units.

For students commencing with credit:

- 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.

### 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)

Students MUST complete an 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: (MGF1120 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 undergraduate 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.

- BTF3181 Marketing Law (Prerequisite: BTF1010)
- MKF2401 Marketing issues in packaging design (Prerequisite: MKF1120)
- MKF3001 Special studies unit (Prerequisite: by permission)
- MKF3141 Issues in competitive advantage (Prerequisites: AFF1000, BTF1010 and MKF1120)
- MKF3301 Services marketing (Prerequisites: MKF1120 and 7 other 1st year units)
- MKF3471 Sales management and negotiation (Prerequisite: MKF1120)
- MKF3500 Survey data analysis (Prerequisite: ETX2121 or MKF2121)
- MKF3511 Monash Australian marketing study program (Prerequisite: must have passed 48cpts including 12 cpts from Department of Marketing)
- MKF3521 International study program in marketing (Prerequisite: as MKF3511)
- MKF3531 International marketing (Prerequisite: MKF1120)
- MKF3881 Electronic marketing (Prerequisite: MKF1120)
- MKX1500 Retail management principles
- MKX2521 Brand management (Prerequisite: MKF1120)
- MKX2531 Not for profit marketing (Prerequisite: MKF1120)
- MKX2901 Green marketing (Prerequisite: MKF1120)
- MKX3002 Enhanced research skills (by invitation only)
- MKX3200 Sport marketing and sponsorship (Prerequisites: MKF1120 and MKF2111)
- MKX3445 International retailing (Prerequisites: MKF1120 and MKX1500)
- MKX3481 Marketing channels (Prerequisite: MKF1120)
- MKX3541 China study program in marketing (Prerequisite: by permission)
- MKX3621 Advertising management (Prerequisite: MKF3461)
- MKX3631 Marketing internship (Prerequisite: by permission)
- MKX3671 Advertising campaigns (Prerequisite: MKX3621)

Open Elective Units

Students MUST complete 8 open elective units:

1. MKF3531
2. MKF3881
3. MKF3551
4. MKF3552
5. MKF3553
6. MKF3554
7. MKF3555
8. MKF3556

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.

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

**Recommended Course Progression (commencing 2012)**

<table>
<thead>
<tr>
<th>Year level</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
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<tbody>
<tr>
<td><strong>Year level 1</strong></td>
<td>Core and Management Major 1 (Compulsory) MGF1010 Introduction to management 6 Pts</td>
<td>Core and Marketing Major 1 (Compulsory) MKF1120 Marketing theory and practice 6 Pts</td>
<td>Core (Compulsory) AFF1000 Principles of accounting and finance 6 Pts</td>
<td>Core (Compulsory) BTF1101 Commercial law 6 Pts</td>
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<td><strong>Year level 2</strong></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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<tr>
<td><strong>Year level 3</strong></td>
<td>Management Major 3 (Compulsory) MGF2111 Organisational behaviour 6 Pts</td>
<td>Marketing Major 3 (Compulsory) MKF2121 Marketing research methods 6 Pts</td>
<td>Management Major Choice 1 (Compulsory) Student Choice One of the management units listed 6 Pts</td>
<td>Elective 1 (Student Choice 6 Pts)</td>
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<tr>
<td><strong>Year level 4</strong></td>
<td>Management Major 4 (Compulsory) MGF2351 International business 6 Pts</td>
<td>Marketing Major 4 (Compulsory) MKF2131 Marketing Decision Analysis 6 Pts</td>
<td>Elective 2 (Student Choice 6 Pts)</td>
<td>Elective 3 (Student Choice 6 Pts)</td>
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<tr>
<td><strong>Year level 5</strong></td>
<td>Management Major 5 (Compulsory) MGF3621 Organisational change 6 Pts</td>
<td>Marketing Major 5 (Compulsory) MKF3121 Marketing planning and implementation 6 Pts</td>
<td>Management Major Choice 1 (Compulsory) Student Choice One of the marketing units listed 6 Pts</td>
<td>Elective 4 (Student Choice 6 Pts)</td>
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<tr>
<td><strong>Year level 6</strong></td>
<td>Management Major 6 (Compulsory) MGF3401 Strategic management 6 Pts</td>
<td>Marketing Major 6 (Compulsory) MKF3131 Strategic marketing 6 Pts</td>
<td>Management Major Choice 2 (Compulsory) Student Choice One of the management units listed 6 Pts</td>
<td>Elective 5 (Student Choice 6 Pts)</td>
</tr>
<tr>
<td><strong>Year level 7</strong></td>
<td>Management Major Choice 3 (Student Choice One of the management units listed 6 Pts)</td>
<td>Management Major Choice 4 (Student Choice One of the marketing units listed 6 Pts)</td>
<td>Elective 7 (Student Choice 6 Pts)</td>
<td>Elective 8 (Student Choice 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. September 2011.