1337 – Bachelor of Business (Management) and Bachelor of Business (Marketing)
Course Structure (commencing 2013)

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 (MGF1010 recommended)
- MGF2351 International business (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 (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 MKF2111)
- MKF3121 Marketing planning and implementation (Prerequisites: (MKF2111 & MKF2121)
- MKF3131 Strategic marketing (Prerequisites: MKF2111, MKF2121 & MKF3121)
- MKF3461 Marketing communication (Prerequisite: MKF2111 or MKP2700)
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)
- MXX1500 Retail management principles
- MXX2521 Brand management (Prerequisite: MKF1120)
- MXX2531 Not for profit marketing (Prerequisite: MKF1120)
- MXX2901 Green marketing (Prerequisite: MKF1120)
- MXX3002 Enhanced research skills (by invitation only)
- MXX3200 Sport marketing and sponsorship (Prerequisites: MKF1120 and MKF2111)
- MXX3445 International retailing (Prerequisites: MKF1120 and MXX1500)
- MXX3481 Marketing channels (Prerequisite: MKF1120)
- MXX3541 China study program in marketing (Prerequisite: by permission)
- MXX3621 Advertising management (Prerequisite: MKF3461)
- MXX3631 Marketing internship (Prerequisite: by permission)
- MXX3671 Advertising campaigns (Prerequisite: MXX3621)

### 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.

## 1337 – Bachelor of Business (Management) and Bachelor of Business (Marketing) 
### Recommended Course Progression (commencing 2013)

### Year level 1

| Semester 1 | Core and Management Major 1  
(Compulsory) | Core and Marketing Major 1  
(Compulsory) | Core  
(Compulsory) | Core  
(Compulsory) |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGF1010 Introduction to management 6 Pts</td>
<td>MGF1120 Marketing theory and practice 6 Pts</td>
<td>AFF1000 Principles of accounting and finance 6 Pts</td>
<td>BTF1010 Commercial law 6 Pts</td>
<td></td>
</tr>
</tbody>
</table>

| Semester 2 | Management Major 2  
(Compulsory) | Marketing Major 2  
(Compulsory) | Core  
(Compulsory) | Core  
(Compulsory) |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<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>
<td></td>
</tr>
</tbody>
</table>

### Year level 2

| Semester 1 | Management Major 3  
(Compulsory) | Marketing Major 3  
(Compulsory) | Management Major Choice 1  
Student Choice | Elective 1  
Student Choice |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGF2111 Organisational behaviour 6 Pts</td>
<td>MKF2121 Marketing research methods 6 Pts</td>
<td>One of the management units listed 6 Pts</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Semester 2 | Management Major 4  
(Compulsory) | Marketing Major 4  
(Compulsory) | Elective 2  
Student Choice | Elective 3  
Student Choice |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGF2351 International business 6 Pts</td>
<td>MKF2131 Marketing Decision Analysis 6 Pts</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Year level 3

| Semester 1 | Management Major 5  
(Compulsory) | Marketing Major Choice 1  
Student Choice | Elective 4  
Student Choice | Elective 5  
Student Choice |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGF3621 Organisational change 6 Pts</td>
<td>One of the marketing units listed 6 Pts</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Semester 2 | Management Major 6  
(Compulsory) | Marketing Major 6  
(Compulsory) | Management Major Choice 2  
Student Choice | Marketing Major  
(Compulsory) |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGF3401 Strategic management 6 Pts</td>
<td>MKF3121 Marketing planning and implementation 6 Pts</td>
<td>One of the management units listed 6 Pts</td>
<td>MKF3461 Marketing Communication 6 Pts</td>
<td></td>
</tr>
</tbody>
</table>

### Year level 4

| Semester 1 | Marketing Major Choice 3  
Student Choice | Marketing Major 7  
(Compulsory) | Marketing Major Choice 2  
Student Choice | Elective 6  
Student Choice |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>One of the marketing units listed 6 Pts</td>
<td>MKF3131 Strategic marketing 6 Pts</td>
<td>One of the marketing units listed 6 Pts</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Semester 2 | Marketing Major Choice 3  
Student Choice | Management Major Choice 4  
Student Choice | Elective 7  
Student Choice | Elective 8  
Student Choice |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>One of the marketing units listed 6 Pts</td>
<td></td>
<td>One of the marketing units listed 6 Pts</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>