4407 – Bachelor of Business (Psychology)
Course Structure (commencing 2013)

Course Requirements
- Students must complete a total of 24 units (144 credit points) to complete the Bachelor of Business (Psychology).
- A minimum of 16 units (96 credit points) must be taken at Monash University, Caulfield Campus.
- Students can complete exceeding maximum of 10 units (60 points) at first-year-level.
- Students must complete a minimum of 6 units (36 credit points) at third-year-level, of which 4 must be from the Bachelor of Business degree family, Caulfield Campus.
- Students must complete a major in either Management or Marketing.
- 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.

Psychology Major
- Students MUST complete all 9 compulsory psychology units:
  - PSY1011
  - PSY1022
  - PSY2031
  - PSY2042
  - PSY2051
  - PSY3032
  - PSY3041
  - PSY3051
  - PSY3062

- Students MUST complete one unit from the following list:
  - PSY2112
  - PSY3120
  - PSY3130
  - PSY3150
  - PSY3160
  - PSY3170
  - PSY3180
  - PSY3190

Common Core Units
- Students MUST complete all 6 compulsory common core units:
  - AFF1000
  - BTF1010
  - ECF1100
  - ETX1100
  - MGF1010
  - MKF1120

STUDENTS MUST COMPLETE EITHER A MANAGEMENT OR MARKETING MAJOR AS PRESCRIBED BELOW

Management Major Units
- Students MUST complete all 7 compulsory major units:
  - MGF1010

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Students MUST complete an additional 1 major unit from the following list:

- MGF2341 Managing employee relations
- MGF2511 Managing quality, innovation and knowledge
- MGF2661 Human resources 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 or 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 the common core)
- MKF2111 Buyer behaviour (Prerequisite: MKF1120 or ETX1100 and PSY1022)
- MKF2121 Market research methods (Prerequisites: MKF1120 or ETX1100 & PSY1022 – corequisite MKF2111)
- MKF3121 Marketing planning and implementation (Prerequisite: MKF2111 & MKF2121)
- MKF3131 Strategic marketing (Prerequisites: MKF2111, MKF2121 & MKF3121)
- MKF3461 Marketing communication (Prerequisite: MKF2111)
- PMM3020 Psychology, management and marketing

Students MUST complete 1 additional unit 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.

- BTF3181 Marketing Law (Prerequisite: BTF1010)
- MKF2401 Marketing issues in packaging design (Prerequisite: MKF1120)
- MKF2131 Marketing Decision Analysis (Prerequisite: MKF2121)
- 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)
- MKK2521 Brand management (Prerequisite: MKF1120)
- MKK2531 Not for profit marketing (Prerequisite: MKF1120)
- MKK2901 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: MKF3621)

Elective Unit

Students MUST complete one elective unit (6 credit points):

- Professional recognition
  This degree is recognised by the following legal entities:
  - Australian Psychology Accreditation Council (APAC)
  - Australian Marketing Institute
  - Australian Institute of Management (AIM).
  Professional recognition may be dependent upon work experience requirements and the correct choice of units.

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

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| Year level 1 | Semester 1 | PSY1011 Psychology 1A (Compulsory) 6 Points | MGF1010 Introduction to Management (Compulsory) 6 Pts | MKF1120 (Major Unit 1) Marketing theory and practice (Compulsory) 6 pts | ETX1100 Business statistics (Compulsory) 6 Pts |
| Semester 2 | PSY1022 Psychology 1B (Compulsory) 6 Pts | Major Unit 2 Must be either Management or Marketing prescribed unit 6 pts | Common Core Choice 4 (Compulsory) 6 Pts | Common Core Choice 5 (Compulsory) 6 Pts |

| Year level 2 | Semester 1 | PSY2031 Developmental and Biological Psychology 6 pts | PSY2051 Research Design and Analysis 6 pts | Common Core Choice 6 (Compulsory) 6 Pts | Major Unit 3 Must be either Management or Marketing prescribed unit 6 pts |
| Semester 2 | PSY2042 Cognitive and Social Psychology 6 pts | Psychology choice From the prescribed list 6 pts | Major Unit 4 Must be either Management or Marketing prescribed unit 6 pts | Major Unit 5 Must be either Management or Marketing prescribed unit 6 pts |

| Year level 3 | Semester 1 | PSY3041 Psych testing, theories of ability and ethics 6 pts | PSY3051 Perception and Personality 6 pts | Major Unit 6 Must be either Management or Marketing prescribed unit 6 pts | Major Unit 7 Must be either Management or Marketing prescribed unit 6 pts |
| Semester 2 | PSY3032 Abnormal Psychology 6 pts | PSY3062 Research Methods & Philosophy of Psychology 6 pts | Open elective 6 pts | Major Unit 8 PMM3020 Psychology, Management and Marketing 6 Pts |