4407 – Bachelor of Business (Psychology)

Course Structure (Commencing 2014)

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 a maximum of 10 units (60 credit points) at first-year level.
- Students must complete a minimum of six units (36 credit points) at third-year level, of which four units 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 eight 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 six compulsory common core units:

- ACF1000 Principles of accounting and finance
- BTF1010 Commercial law
- ECF1100 Microeconomics
- ETX1100 Business statistics
- MGF1010 Introduction to management
- MKF1120 Marketing theory and practice

Psychology Major - Clayton

Students must complete all nine compulsory psychology units:

- PSY1011 Psychology A
- PSY1022 Psychology B
- PSY2031 Developmental and biological psychology (Prerequisites: PSY1011 and PSY1022) (Co-requisite: PSY2051)
- PSY2042 Cognitive and social psychology (Prerequisites: PSY1011 and PSY1022) (Co-requisite: PSY2051)
- PSY2051 Research design and analysis (Prerequisites: PSY1011 and PSY1022)
- PSY3032 Abnormal psychology (Prerequisite: PSY2031)
- PSY3041 Psychological testing, theories of ability and ethics (Prerequisite: PSY2051)
- PSY3051 Perception and personality (Prerequisite: PSY2031)
- PSY3062 Research methods and theory (Prerequisite: PSY2051 and at least two from PSY2031, PSY2042 or PSY3041)

Student must complete an additional unit from the following list:

- PSY3120 Introduction to counselling (Prerequisite: 12 credit points of Level 2 Psychology)
- PSY3130 Health psychology (Co-requisite: PSY2031)
- PSY3180 Human neuropsychology: developmental and neurodegenerative disorders (Prerequisite: PSY2031) (Co-requisite: PSY2042)
- PSY3190 Addiction studies (Prerequisites: PSY1011, PSY1022 and PSY2031)
- PSY3270 Neuroscience of cognition and behaviour (Prerequisite: PSY2031)
- PSY3280 The neuronal basis of consciousness (Prerequisite: PSY2031)

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

Management Major Units

Students must complete all seven 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)
- PMM3020 Psychology, management and marketing

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 2013.
Students must complete an additional major unit from the following list:

- MGF2341 Managing employee relations
- MGF2511 Managing quality, innovation and knowledge
- MGF2661 Human resource management (Prerequisite: MGF1010 recommended)
- MGF3361 Workplace learning and performance management (Prerequisite: MGF2661)
- MGF3381 Managing information systems
- MGF3681 International management (Prerequisite: MGF1010)
- MGK3771 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 seven compulsory major units:

- MKF1120 Marketing theory and practice (also completed in the common core)
- MKF2111 Buyer behaviour (Prerequisite: MKF1120)
- MKF2121 Market research methods (Prerequisites: ETX1100 or PSY1022 and MKF1120) (Co-requisite: MKF2111)
- MKF3121 Marketing planning and implementation (Prerequisites: MKF2111, MKF2121 and a further 12 credit points of marketing units)
- MKF3131 Strategic marketing (Prerequisites: MKF2111 and MKF3121)
- MKF3461 Marketing communication (Prerequisite: MKF2111)
- PMM3020 Psychology, management and marketing

Students must complete one additional unit from the second-year-level and third-year-level 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)
- MKF2713 Marketing Decision Analysis (Prerequisite: MKF2121)
- MKF3001 Special studies unit (Prerequisite: permission required)
- MKF3141 Issues in competitive advantage (Prerequisites: MKF1120 and 24 credit points at second-year-level from Business and Economics)
- MKF3301 Services marketing (Prerequisites: MKF1120)
- MKF3471 Sales management and negotiation (Prerequisite: MKF1120)
- MKF3500 Survey data analysis (Prerequisite: ETX2121 or MKF2121)
- MKX3511 Monash Australian marketing study program (Prerequisite: must have completed 48 credit points with a minimum of 12 credit points of marketing units completed)
- MKF3521 International study program in marketing – not offered in 2014
- MKF3531 International marketing (Prerequisite: MKF1120)
- MKF3881 Digital marketing (Prerequisite: MKF1120)
- MKF2521 Brand management (Prerequisite: MKF1120)
- MKX2531 Not for profit marketing (Prerequisite: MKF1120)
- MKX2901 Green marketing – not offered in 2014
- MKX3002 Enhanced research skills – not offered in 2014
- MKX3200 Sport marketing and sponsorship (Prerequisites: MKF1120 and MKF2111)
- MKX3445 International retailing – not offered in 2014
- MKX3481 Marketing channels (Prerequisite: MKF1120)
- MKX3541 China study program in marketing (Prerequisite: permission required)
- MKX3621 Advertising management (Prerequisite: MKF3461)
- MKX3631 Marketing internship (Prerequisite: permission required)
- MKX3671 Advertising campaigns (Prerequisite: MKX3621)

Elective Unit

Students must complete one Faculty of Business and Economics elective unit offered on the Caulfield Campus:

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# Recommended Course Progression (Commencing 2014)

## Year level 1

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Major (Compulsory)</th>
<th>PSY1011 Psychology 1A 6 Pts</th>
<th>Core (Compulsory)</th>
<th>MGF1010 Introduction to management 6 Pts</th>
<th>Core (Compulsory)</th>
<th>MKF1120 Marketing theory and practice 6 Pts</th>
<th>Core (Compulsory)</th>
<th>ETX1100 Business statistics 6 Pts</th>
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</thead>
<tbody>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory)</td>
<td>PSY1022 Psychology 1B 6 Pts</td>
<td>Major (Choice 1)</td>
<td>Student Choice One of the management or marketing units listed 6 Pts</td>
<td>Core (Compulsory)</td>
<td>ACF1000 Principles of accounting and finance 6 Pts</td>
<td>Core (Compulsory)</td>
<td>BTF1010 Commerical law 6 Pts</td>
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</tbody>
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## Year level 2

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Major (Compulsory)</th>
<th>PSY2031 Developmental and biological psychology 6 Pts</th>
<th>Major (Compulsory)</th>
<th>PSY2051 Research design and analysis 6 Pts</th>
<th>Core (Compulsory)</th>
<th>ECF1100 Microeconomics 6 Pts</th>
<th>Major (Choice 2)</th>
<th>Student Choice One of the management or marketing units listed 6 Pts</th>
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</thead>
<tbody>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory)</td>
<td>PSY2042 Cognitive and social psychology 6 Pts</td>
<td>Major (Choice 3)</td>
<td>Student Choice One of the psychology units listed 6 Pts</td>
<td>Major (Choice 4)</td>
<td>Student Choice One of the management or marketing units listed 6 Pts</td>
<td>Major (Choice 5)</td>
<td>Student Choice One of the management or marketing units listed 6 Pts</td>
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## Year level 3

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Major (Compulsory)</th>
<th>PSY3041 Psychological testing, theories of ability and ethics 6 Pts</th>
<th>Major (Compulsory)</th>
<th>PSY3051 Perception and personality 6 Pts</th>
<th>Major (Choice 5)</th>
<th>Student Choice One of the management or marketing units listed 6 Pts</th>
<th>Major (Choice 6)</th>
<th>Student Choice One of the management or marketing units listed 6 Pts</th>
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</thead>
<tbody>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory)</td>
<td>PSY3032 Abnormal psychology 6 Pts</td>
<td>Major (Compulsory)</td>
<td>PSY3062 Research methods and theory 6 Pts</td>
<td>BusEco Elective 1</td>
<td>Student Choice Any unit from this faculty at Caulfield 6 Pts</td>
<td>Major (Compulsory)</td>
<td>PMM3020 Psychology, management and marketing 6 Pts</td>
</tr>
</tbody>
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## Professional recognition

The Bachelor of Business (Psychology) degree is recognised by the following professional bodies:
- Australian Psychology Accreditation Council (APAC)
- Australian Marketing Institute (AMI)
- 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.