## 2224 – Bachelor of Business and Commerce – Sport Management Major

### Course Structure (commencing 2011)

#### Course Requirements
- Students must complete a total of 24 units (144 credit points) to complete the Bachelor of Business & Commerce.
- The 6 core units must be studied at the Peninsula campus.
- Up to 8 units may be taken from other faculties of the University.
- At least 4 elective units must be outside the main field of study.
- Students may complete up to, but not exceeding 10 units (60 points) at first-year-level.
- At least 6 third year level units of which at least 4 must be offered by the Faculty on the Peninsula campus.
- Completion of a major of at least 8 units (48 credit points) in a discipline from the faculty with at least 2 units (12 credit points) at each of second and third year levels.
- To complete 2 majors (eg. Mgt/HR Mgt; Mgt/Intern. Bus) students must complete a minimum of 14 major units.

#### Common Core Units
Students MUST complete all 6 compulsory common core units:
- **AFW1000** Principles of accounting and finance
- **BTW1200** Business law
- **ECW1101** Introductory microeconomics
- **ETW1102** Business statistics
- **MGW1010** Introduction to management
- **MKW1120** Marketing theory and practice

#### Major Units
Students MUST complete an 8 unit major sequence:
- **MGW1010** Introduction to management (also completed in the common core)
- **ECW2450** Sports economics (*Prerequisite: ECW1101*)
- **MKW2402** Consumer behaviour (*Prerequisite: MKW1120*)
- **MGX2501** Introduction to tourism
- **ECW2451** The business of sport (*Prerequisite: ECW1101*)
- **MGW2200** Festivals and events
- **MKX3200** Sport marketing and sponsorship (*Prerequisites: MKW1120 & MKW2402*)
- **MGW3401** Strategic Management (*Prerequisite: MGW1010*) OR **MKW3440** Marketing Strategy (*Prerequisite: MKW2420*)

#### Faculty of Business and Economics Elective Units
Students MUST complete 3 Faculty of Business and Economics elective units offered on the Peninsula Campus

#### Open Elective Units
Students MUST complete a further 8 units which may be chosen from those units offered by the Faculty of Business and Economics or from any other faculty of the university.

| 1. | 2. | 3. | 4. | 5. | 6. | 7. | 8. |
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. January 11

<table>
<thead>
<tr>
<th>Year level 1</th>
<th>Semester 1</th>
<th>Common Core (Compulsory) AFW1000 Principles of accounting and finance</th>
<th>Common Core (Compulsory) MGW1010 Introduction to management</th>
<th>Common Core (Compulsory) ECW1101 Introductory microeconomics</th>
<th>Common Core (Compulsory) MKW1120 Marketing theory &amp; practice</th>
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<tbody>
<tr>
<td>Semester 2</td>
<td>Common Core (Compulsory) ETW1102 Business statistics</td>
<td>Common Core (Compulsory) BTW1200 Business law</td>
<td>Elective 1 Student Choice</td>
<td>Elective 2 Student Choice</td>
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<thead>
<tr>
<th>Year level 2</th>
<th>Semester 1</th>
<th>Major (Compulsory) ECW2450 Sports economics (ECW1101)</th>
<th>Major (Compulsory) MKW2402 Consumer behaviour (MKW1120)</th>
<th>Major (Compulsory) MGX2501 Introduction to tourism</th>
<th>Elective 3 Student Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory) ECW2451 The business of sport (ECW1101)</td>
<td>Major (Compulsory) MGW2200 Festivals &amp; events</td>
<td>Elective 4 Student Choice *see below</td>
<td>Elective 5 Student Choice</td>
<td></td>
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</tbody>
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<thead>
<tr>
<th>Year level 3</th>
<th>Semester 1</th>
<th>Major (Compulsory) MKX3200 Sport marketing &amp; sponsorship (MKW1120 &amp; MKW2402)</th>
<th>Major (Compulsory) *see below</th>
<th>FBE Elective 1 Student Choice Any 3rd year unit from this faculty</th>
<th>Elective 6 Student Choice must be 3rd year</th>
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</thead>
<tbody>
<tr>
<td>Semester 2</td>
<td>FBE Elective 2 Student Choice Any 3rd year unit from this faculty</td>
<td>FBE Elective 3 Student Choice Any unit from this faculty</td>
<td>Elective 7 Student Choice</td>
<td>Elective 8 Student Choice (must be 3rd year)</td>
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*Semester One – MGW3401 Strategic Management (MGW1010)  
Or  
*Semester Two – MKW3440 Marketing Strategy – (MKW2420 you MUST do this unit as an elective in semester 2, year 2 to do this unit).

Prerequisites are written in brackets ( )

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  