

School of Business and Law

CQ91 Bachelor of Accounting/Bachelor of Business Marketing Major Part Time Study Plan – Term 1 2019 onwards

Year	Unit Code	Unit Name	CP	Requisites	Ad. Stand	Comp Term /Status
Year 1	ACCT11059**	Accounting, Learning and Online Communication	6			T1 2019
	ECON11026**	Principles of Economics	6			T1 2019
	HRMT11010**	Organisational Behaviour	6			T2 2019
	MGMT11109**	Introduction to Business	6			T2 2019
Year 2	COMM11003	Communication in Professional Contexts	6			T1 2020
	HRMT11011**	Human Resource Management	6			T1 2020
	LAWS11030**	Foundations of Business Law	6			T2 2020
	MRKT11029**	Marketing Fundamentals	6			T2 2020
Year 3	ACCT11081**	Introductory Financial Accounting	6	Pre-Req ACCT11059		T1 2021
	MRKT11028	Digital Marketing	6			T1 2021
	STAT11048	Essential Statistics	6			T2 2021
		<i>Level One or Advanced Level Elective (See Notes on Page 3)</i>	6			T2 2021
Year 4	ACCT19062**	Intermediate Financial Accounting	6	Pre-Req ACCT11081		T1 2022
	FINC19011**	Business Finance	6	Pre-Req ECON11026 OR STAT11048		T1 2022
	LAWS19033	Taxation Law and Practice A	6	Pre-Req ACCT11059 & LAWS11030		T2 2022
	MRKT19036	Marketing of Service Products	6	Pre-Req MRKT11028 OR MRKT11029		T2 2022
Year 5	ACCT19061	Advanced Financial Accounting	6	Pre-Req ACCT19062		T1 2023
	MRKT19030	Marketing Communications	6	Pre-Req MRKT11029		T1 2023
	LAWS19032	Company and Association Law	6	Pre-Req LAWS11030		T2 2023
		<i>Level One or Advanced Level Elective (See Notes on Page 3)</i>	6			T2 2023
Year 6	ACCT19064	Auditing & Professional Practice	6	Pre-Req ACCT19061		T1 2024
		<i>Advanced Elective (See Notes on Page 3)</i>	6			T1 2024
	ACCT13017	Financial Statement Analysis	6	Pre-Req ACCT19061		T2 2024
	MRKT19037**	International Marketing	6	Pre-Req (MRKT11028 OR MRKT11029) & Completion of 72cp		T2 2024
Year 7	MRKT19031	Consumer Behaviour	6	Pre-Req MRKT11028 OR MRKT11029		T1 2025
	MRKT13014**	New Product Development & Branding	6	Pre-Req MRKT11029		T1 2025
	MRKT19040	Strategic Marketing & Planning	6	Pre-Req MRKT11029 & Completion of 24cp of Marketing Major units		T2 2025
		<i>Advanced Elective (See Notes on Page 3)</i>	6			T2 2025
Year 8	ACCT19060	Management Accounting	6	Pre-Req ACCT11081		T1 2026
	MRKT19038	Marketing Research & Analytics	6	Pre-Req MRKT11028 OR MRKT11029		T1 2026
		<i>Advanced Elective (See Notes on Page 3)</i>	6			T2 2026
		<i>Advanced Elective (See Notes on Page 3)</i>	6			T2 2026
Total Units: 32			192			

** Available over Term 3

✓ Completed

CP = Credit Points

For information on the terminology used in the above study plan, please refer to the Glossary on the last page of this document.

Important Note: This Study Plan has no formal or legal status but is used to assist students in planning their course.

Students should refer to the official University database and/or University transcripts to ensure they are meeting course requirements.

MORE DETAILS:

To satisfy the requirements for the award of Bachelor of Accounting/Bachelor of Business (Marketing), students must complete 32 units (192 credit points).

Recommended Study Schedule

Students should complete units in an order that is as close as possible to the recommended structure set out in this study plan. Students should concentrate on completing all first year units before moving on to second year units, and all second year units before moving on to third year units.

Course Structure Requirements

In the Bachelor of Accounting/Bachelor of Business (Marketing), students are required to complete the following course structure:

- 18 Core Units
- 8 Marketing Major Units
- 6 Elective Units

Course Duration Requirements

Full Time Duration 4 years full time

Part Time Duration 8 years part time

Please also note that if you fail units or take a Leave of Absence, your course duration and completion timeframe may be extended.

Interim Awards CG01 Diploma of Business Studies

Exit Awards CG01 Diploma of Business Studies

Professional Accreditation

The Bachelor of Accounting/Bachelor of Business (Marketing) provides you with a degree that is accredited by [CPA Australia](#), [Chartered Accountants Australia and New Zealand \(CAANZ\)](#) and [Chartered Institute of Management Accountants \(CIMA\)](#) and meets the associate membership requirements of the [Institute of Public Accountants \(IPA\)](#). Depending on the electives you choose, you may also be eligible to apply for registration with the [Tax Practitioners Board](#) (after meeting the Board's requirements for practical experience). Graduates are also eligible to join the [Association of Taxation and Management Accountants](#) at the member level.

Marketing graduates may be eligible for membership of the Australian Marketing Institute and the Australian Market and Social Research Society.

Deferment/Leave of Absence

Domestic students in the Bachelor of Accounting/Bachelor of Business (Marketing) degree are permitted to defer the initial offer of their degree for a maximum of 12 months before their offer is withdrawn. Furthermore, domestic students may also take an approved Leave of Absence (LOA) once they have commenced their course of study however only a maximum of 12 months can be granted without requesting further approval from the Head of Course.

You can apply for a deferment or LOA [here](#).

International students are not permitted to defer their initial offer or take a Leave of Absence unless otherwise discussed with their Home Campus.

Credit Transfer

If you have undertaken study in the last ten years, or have relevant in-formal or non-formal learning, you may be eligible for credit towards your course. Please note that some courses have reduced timeframes within which prior study remains eligible for credit. Please refer to the [CQUni Handbook](#) for specific credit time limits relating to your course.

To submit an application for credit, please refer to the [Credit Calculator](#) or contact the Academic Pathways Team via their email credit@cqu.edu.au. Further information about the credit process can also be found on the [Credit for Prior Learning](#) webpage.

Credit applications should be submitted at least four (4) weeks before the relevant term commences. Applications must be complete with all supporting documentation to be assessed by CQUniversity. CQUniversity cannot obtain documents from other institutions, organisations or individuals.

Electives

Students in the Bachelor of Accounting/Bachelor of Business (Marketing) course must successfully complete a total of 6 Elective units. Of these 6 Electives, only a MAXIMUM of 2 can be Level 1 Electives with the remaining 4 being Advanced Level Electives. Students can determine their Unit Level as outlined below:

- Undergraduate Level One Unit Codes begin with a "11" (e.g. MRKT11029)
- Undergraduate Advanced Level Unit Codes begin with either a "12", "13", or "19" (e.g. MGMT19128)

Elective Units can be chosen from the Bachelor of Business or other approved business units provided pre-requisites and co-requisites are met.

Students who choose LAWS19034 Taxation Law and Practice B and PROP12002 Property Rights and Law, may also be eligible to apply for registration with the [Tax Practitioners Board](#) (after meeting the Board's requirements for practical experience).

If you have any questions about your course, please contact the Course Advice Team: spc@cqu.edu.au or by visiting <http://handbook.cqu.edu.au/eforms/index> and filling out the 'Ask a Course Advisor' e-form.

PLEASE CHECK THE CQUNI HANDBOOK FOR ALL TERM AVAILABILITIES AND PRE-REQUISITES AS THEY MAY CHANGE FROM YEAR TO YEAR <http://handbook.cqu.edu.au>

GLOSSARY

- **Course**: A course is the combination of units that contribute towards either a CQUniversity award qualification or non-award study.
- **Course Code**: A course code identifies the specific course a student may be studying at CQUniversity.
- **Unit**: A unit is the individual subject students must complete in order to graduate from their course.
- **Unit Code**: A unit code identifies a specific unit that a student is enrolled in under their course.
- **Pre-Requisite (Pre-Req) Unit**: A pre-req unit is a unit which students must pass before being allowed to enrol in the subsequent unit.
- **Co-Requisite (Co-Req) Unit**: A co-req unit is a unit that must be studied at the same time as another unit.
- **Anti-Requisite (Anti-Req) Unit**: An anti-req unit is an old unit that has been replaced by a new unit and students are not permitted to study the old unit.
- **Credit Points (CP)**: Credit Points are the numerical value of a unit which contributes to the total Credit Points for a course.
- **Core Unit**: A core unit is a compulsory unit that a student must study to meet the requirements of their course.
- **Elective Unit**: An elective unit is a unit within a course that is not compulsory and students may have a choice in what unit they study, provided it meets the elective requirements of their course.
- **Major**: A major is a specific area within a course where a student specialises in and is normally made up of 8 units for undergraduate courses, and 4 units for postgraduate courses. Not all courses have majors.
- **Double Major**: A double major is where students specialise in 2 areas of study and is normally made up of 16 units. Double majors are normally only available in undergraduate courses.
- **Minor**: Like a major, a minor is a specific area within a course where a student specialises and is normally made up of 4 units.
- **Term**: A specified period of time for higher education units in which teaching, learning and assessment occurs. CQUniversity offers 3 Academic Terms per year: Term 1, Term 2 and Term 3.