

CA01 Bachelor of Business Management & Marketing Double Major Full Time Course Planner – Term 2 2019 onwards

Year	Unit Code	Unit Name	CP	Requisites	Ad. Stand	Comp Term /Status
Year 1	COMM11003**	Communication in Professional Contexts	6			T2 2019
	ECON11026**	Principles of Economics	6			T2 2019
	HRMT11011**	Human Resource Management	6			T2 2019
	LAWS11030**	Foundations of Business Law	6			T2 2019
	ACCT11059**	Accounting, Learning and Online Communication	6			T1 2020
	HRMT11010**	Organisational Behaviour	6			T1 2020
	MGMT11109**	Introduction to Business	6			T1 2020
	MRKT11029**	Marketing Fundamentals	6			T1 2020
Year 2	COIS12073**	Enterprise Systems	6	Pre-Req Completion of 48cp		T2 2020
	FINC19011**	Business Finance	6	Pre-Req ECON11026 OR STAT11048		T2 2020
	MGMT19105**	Quality Management	6	Pre-Req Completion of 24cp		T2 2020
	MRKT19036	Marketing of Service Products	6	Pre-Req MRKT11028 OR MRKT11029		T2 2020
	MGMT11167	Foundations of Social Innovation	6			T1 2021
	MRKT11028	Digital Marketing	6			T1 2021
	MRKT19030	Marketing Communications	6	Pre-Req MRKT11029		T1 2021
	MRKT19031	Consumer Behaviour	6	Pre-Req MRKT11028 OR MRKT11029		T1 2021
Year 3	MGMT13151**	Entrepreneurship, Innovation and Start-ups	6	Pre-Req Completion of 48cp		T2 2021
	MGMT19128	Strategy and Change	6	Pre-Req Completion of 48cp		T2 2021
	MRKT19037**	International Marketing	6	Pre-Req MRKT11028 OR MRKT11029 and Completion of 72cp		T2 2021
	MRKT19040	Strategic Marketing and Planning	6	Pre-Req MRKT11029 and completion of 24cp of Marketing major units		T2 2021
	ACCT19083	Corporate Governance & Ethics	6			T1 2022
	MGMT19126	Operations Management	6	Pre-Req Completion of 48cp in the first year of equivalent full-time study.		T1 2022
	MRKT13014**	New Product Development & Branding	6	Pre-Req MRKT11029		T1 2022
	MRKT19038	Marketing Research and Analytics	6	Pre-Req MRKT11029		T1 2022
Total Units: 24			144			

** Available over Term 3 ✓ Completed CP = Credit Points

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

MORE DETAILS:

To satisfy the requirements for the award of CA01 Bachelor of Business (Management and Marketing), students must complete 24 units (144 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 course planner. 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 CA01 Bachelor of Business (Management and Marketing), students are required to complete the following course structure:

- 8 Core Units
- 8 Core Management Major Units
- 8 Marketing Major Units

Course Duration Requirements

Full Time Duration 3 years full time

Part Time Duration 6 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

Management graduates may be eligible for membership of the Australian Institute of Management.

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 Business (Management and 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.

Limits on Units

Students cannot complete more than 12 Level One units in this course. Furthermore, students cannot complete units outside of your course structure that will cause you to exceed the 24 units required by your course.

- Level One units begin with an "11" code (i.e. MRKT11029)
- Advanced units begin with "12", "13", or "19" codes (i.e. MGMT19128)

CQU Global Outbound Program

CQU Global Outbound programs allow current CQUniversity students to experience life and study from a choice of over 30 countries across six continents. This program allows students to receive 24 credit points (equivalent to four units of 6 credit points).

To be eligible for a place in the Outbound Exchange program for a term (semester) or academic year, you must meet the following requirements:

1. Be a current student at any CQUniversity Australia campus.
 - a. Those enrolled by Online Studies must be an Australian citizen or permanent resident.
2. Have completed at least one term (six months) of study at CQUniversity before embarking on an exchange. You are not required to maintain certain grade to part in the program.
3. Meet any entry requirements stipulated by our partner institutions including pre-requisites for chosen courses.

International students are responsible for meeting all Department of Immigration and Border Protection (DIBP) student visa requirements and overseas institutions visa requirements. CQUniversity will not be responsible for matters related to visa applications. Some partner institutions may not accept an international student for an exchange program.

It is possible for students to go out on exchange more than once, but you may be restricted by your course of study and in some cases, external accreditation of your course. If you are able to go out on exchange more than once you must find a new host institution each time due to partner restrictions.

Important Note: This Course Planner 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.

Last Updated: 04/04/2019

Note for International Students

If you are an international student studying at CQUniversity Australia on a student visa, there may be some restrictions on where you can go. The standard international student visa regulations would not allow you to remain in Australia and undertake a virtual exchange and we do not encourage students to return to their country of origin on our exchange program. Some of our partner institutions will also have restrictions, but there will be opportunities available to you. Please contact our CQUGlobal adviser by emailing cquglobal-out@cqu.edu.au or calling 07 4923 2438.

For more information about the program, please go to: <https://www.cqu.edu.au/student-life/cquglobal-outbound>

If you have any questions in regard to your course, please contact the Course Advice Team:
13 CQUni (13 27 86) <http://handbook.cqu.edu.au/eforms/index> ('Ask a Course Advisor' e-form).

**PLEASE CHECK THE CQU HANDBOOK FOR 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.