

BBA CURRICULUM & CREDITS | SPECIALISATION: MARKETING

Unit Code	Subject	Credit	Type of Unit	Pre-requisites or co-requisites	Delivery mode
Semester 1					
BBA MGT 106	Principles of Management	3	Core	Nil	F2F
BBA ECO 104	Microeconomics	3	Core	Nil	F2F
BBA LIB 106	World Cultures	3	Core	Nil	F2F
BBA MAT 102	Digital Readiness in Business	3	Core	Nil	F2F
BBA COM 104	Business Communication	3	Core	Nil	F2F
BBA HRM 103	Foundation Skills 1: Personal & Career Foundations	1	Core	Nil	F2F
	Total Semester 1 Credits	16			
Semester 2					
BBA ECO 103	Macroeconomics	3	Core	Nil	F2F
BBA LIB 107	Sustainability & Corporate Social Responsibility	3	Core	Nil	F2F
BBA MKT 108	Marketing	3	Core	Nil	F2F
BBA AI 101	Introduction to AI in Business	3	Core	Nil	F2F
BBA PRO 104	Regional Immersion Project 1 (RIP 1)	3	Core	Nil	F2F
BBA LIB 108	Foundation Skills 2: Ethics and Moral Reasoning	1	Core	Nil	F2F
	Total Semester 2 Credits	16			
Semester 3					
BBA ORG 203	Organisational Behaviour	3	Core	Nil	F2F
BBA QTT 207	Statistics	3	Core	Nil	F2F
BBA OPS 203	Supply Chain, Logistics and Operations Management	3	Core	Nil	F2F
BBA ACC 204	Financial Accounting	3	Core	Nil	F2F
BBA BUS 203	Business Disruptive Technology	3	Core	Nil	F2F
BBA ORG 204	Employability and Practitioner Skills Series 1: Emotional Intelligence	1	Core	Foundation Skills 1 & 2	F2F
	Total Semester 3 Credits	16			
Semester 4					
BBA FIN 207	Corporate Finance	3	Core	Nil	F2F
BBA QTT 208	Decision Science & Analytics	3	Core	Statistics	F2F
BBA QTT 209	Research Methodology	3	Core	Nil	F2F
BBA DSC 201	Data Science for Business	3	Core	Statistics	F2F
BBA PRO 205	Regional Immersion Project 2 (RIP 2)	3	Core	Nil	F2F

BBA HRM 204	Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity	1	Core	Foundation Skills 1 & 2; Employability and Practitioner Skills Series 1: Emotional Intelligence	F2F
	Total Semester 4 Credits	16			
Semester 5					
BBA HRM 306	Strategic Human Resources Management	3	Core	Nil	F2F
BBA ACC 306	Strategic Cost Accounting	3	Core	Nil	F2F
BBA ENT 306	Foundations of Entrepreneurship	3	Core	Corporate Finance	
BBA MKT 310	Client Relationship Management	3	Elective	Marketing	F2F
BBA MKT 312	AI - Driven Digital Marketing	3	Elective	Marketing	F2F
BBA COM 304	Employability and Practitioner Skills Series 3: Communicating Effectively	1	Core	Foundation Skills 1 & 2 and Employability and Practitioner Skills Series 1 & 2	F2F
	Total Semester 5 Credits	16			
Semester 6					
BBA LAW 302	Business Law	3	Core	Nil	F2F
BBA QTT 310	Decision Making	3	Core	Decision Science & Analytics	F2F
BBA QTT 311	Advanced Quantitative Methods & Modeling	3	Core	Statistics	F2F
BBA MKT 311	Sales and Channel Management	3	Elective	Marketing	F2F
BBA PRO 306	Project Management	3	Core	Nil	F2F
BBA BUS 304	Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility	1	Core	Foundation Skills 1 & 2; Employability and Practitioner Skills Series 3: Effective Communication	F2F
	Total Semester 6 Credits	16			
Semester 7					
BBA MGT 407	Strategic Management	3	Core	Principles of Management	F2F
BBA MGT 408	Australian Business Environment	3	Core	Macro Economics	F2F
BBA AI 401	Advanced AI in Business	3	Core	Introduction to AI in Business	F2F
BBA MKT 412	Branding & Communications	3	Elective	Marketing	F2F
	Total Semester 7 Credits	12			
Semester 8					
BBA MKT 415	Cross - Cultural Marketing	3	Elective	Marketing	F2F
BBA MKT 414	Retail Management	3	Elective	Marketing	F2F
BBA CPP 403	Action Learning Project (ALP)	4	Core	Research Methodology, Regional Immersion Project 1 & 2	F2F
	Total Semester 8 Credits	10			
Total for BBA Course		118			