

# PROGRAM PLAN

## BACHELOR OF BUSINESS


**PROGRAM OPTION:**  
Single Major

**START DATE:**  
Semester 1, 2016 - 2021

**LOCATION:**  
Central Coast

This Program Plan is an enrolment guide to ensure you are on track to graduate. If at any time you wish to vary from this program plan seek advice from your Academic Program Advisor to ensure you remain on track.

 [PROGRAM HANDBOOK](#)

 [COURSE HANDBOOK](#)

**NAME:**

**STUDENT NO.:**

YEAR 1	SEMESTER 1	ACF1001 Accounting for Decision Makers <b>CORE</b>	ECON1001 Microeconomics for Business Decisions <b>CORE</b>	MKTG1001 Foundations of Marketing <b>CORE</b>	MNGT1001 Introduction to Management <b>CORE</b>	SEMESTER 2	ACF1003 Introduction to Finance <b>CORE</b>	LEGL1001 Foundations of Law <b>CORE</b>	MAJOR 1000 level * see page 2 <b>MAJOR</b>	<b>ELECTIVE</b>	
		STAT1060 Business Decision Making <b>CORE</b>	MAJOR 2000 level <b>MAJOR</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>		<b>ELECTIVE</b>	<b>ELECTIVE</b>			
	YEAR 2	SEMESTER 1	MAJOR 3000 level <b>MAJOR</b>	MAJOR 3000 level <b>MAJOR</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>	SEMESTER 2	MAJOR 2000 level <b>MAJOR</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>
			MAJOR 3000 level <b>MAJOR</b>	MAJOR 3000 level <b>MAJOR</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>		MAJOR 3000 level <b>MAJOR</b>	MAJOR 3000 level <b>MAJOR</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>
YEAR 3	SEMESTER 1	MAJOR 3000 level <b>MAJOR</b>	MAJOR 3000 level <b>MAJOR</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>	SEMESTER 2	MAJOR 3000 level <b>MAJOR</b>	MAJOR 3000 level <b>MAJOR</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>	
		MAJOR 3000 level <b>MAJOR</b>	MAJOR 3000 level <b>MAJOR</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>		MAJOR 3000 level <b>MAJOR</b>	MAJOR 3000 level <b>MAJOR</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>	<b>ELECTIVE</b>

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## BACHELOR OF BUSINESS

To be eligible to graduate make sure you have completed 240 units (10 units = 1 course unless otherwise specified) which meet the following criteria:

- Core courses – 70 units
- Major courses - 70 units (including all Compulsory courses and the required number of Directed courses for one Major sequence).
- \* The Marketing Major and the Leadership and Management Major do not require students to complete a 1000 level Major course. Students who have chosen one of these Majors need to complete an extra Elective instead of a 1000 level Major course.
- \* In 2018, 1000 level major courses replaced the previous Directed course list of ECON1002, IBUS1000, IRHR1002, LEIS1000, MNGT1002 or POLI1010. For students who commenced in 2016 or 2017 and already completed a Directed course, the 1000 level major course is not required.
- Electives – 100 units (maximum 20 units at 1000 level). You may choose to undertake a Double Major instead of a Single Major. Please see the Bachelor of Business Central Coast Double Major Program Plan for details. Visit the [Program Handbook](#) for more information.
- Students must not exceed 100 units at 1000 level in this program.
- The duration of this program is 3 years full-time (40 units per semester) or part-time equivalent.
- The maximum time to complete this program is 8 years.



Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#). Please refer to the [Program Handbook](#) for specific information on program structure. If you are intending varying from this program plan please seek advice from your [Academic Program Advisor](#).

# PROGRAM PLAN

## BACHELOR OF BUSINESS

### Human Resource Management Major

**CORE COURSE:**

**MNGT1001** Introduction to Management

**COMPULSORY COURSES:**

**IRHR1002** Dynamics of People and Work in Organisations

**IRHR2010** Introduction to Industrial Relations

**IRHR2270** Introduction to Human Resource Management

**IRHR3000** Applied Human Resource Management and Employment Relations

**LEGL3111** Employment Law

**DIRECTED COURSES:**

Complete 20 units from:

**BUSN3002** Industry Placement (*Newcastle City only*)

**IRHR3035** Managing Diversity

**IRHR3040** Negotiation and Advocacy (*Newcastle City only*)

**IRHR3510** Human Resource Development

**IRHR3540** International Human Resource Management

### Leadership and Management Major

**CORE COURSES:**

**LEGL1001** Foundations of Law

**MNGT1001** Introduction to Management

**COMPULSORY COURSES:**

**MNGT2005** Leadership and Ethics

**MNGT3011** Leading Organisational Change

**MNGT3012** Strategic Business Management

**DIRECTED COURSES:**

Complete 10 units from:

**MNGT2002** Business Venturing

**MNGT2006** Decision Making under Uncertainty (*Newcastle City only*)

Complete 20 units from:

**BUSN3002** Industry Placement (*Newcastle City only*)

**MNGT3002** Knowledge Management

**MNGT3008** Advanced Innovation Management (*Newcastle City only*)

**MNGT3009** Business Development and Growth (*Newcastle City only*)

### Marketing Major

**CORE COURSES:**

**MKTG1001** Foundations of Marketing

**MNGT1001** Introduction to Management

**COMPULSORY COURSES:**

**MKTG2010** Marketing Research

**MKTG2101** Consumer Behaviour

**MKTG3000** Strategic Marketing Management

**DIRECTED COURSES:**

Complete 30 units from:

**BUSN3002** Industry Placement (*Newcastle City only*)

**MKTG3002** Digital and Social Media Marketing

**MKTG3003** Creating and Managing Brands

**MKTG3004** Advertising and Marketing Communications Strategy (*Newcastle City only*)

**MKTG3040** Services Marketing

**MKTG3060** International Marketing (*Newcastle City only*)

# PROGRAM PLAN

## BACHELOR OF BUSINESS

### Entrepreneurship and Innovation Major (Newcastle City only)

#### CORE COURSE:

**LEGL1001** Foundations of Law

#### COMPULSORY COURSES:

**MNGT1002** Introduction to Entrepreneurship and Innovation

**MNGT2002** Business Venturing

**MNGT2007** Ideation in Enterprise (Newcastle City only)

**MNGT3016** Innovation and Entrepreneurial Strategy (Newcastle City only)

#### DIRECTED COURSES:

Complete 10 units from:

**MNGT2004** Managing Innovation (Newcastle City only)

**MNGT2006** Decision Making under Uncertainty (Newcastle City only)

Complete 10 units from:

**BUSN3002** Industry Placement (Newcastle City only)

**MNGT3002** Knowledge Management

**MNGT3007** Social Entrepreneurship (Newcastle City only)

**MNGT3008** Advanced Innovation Management (Newcastle City only)

**MNGT3009** Business Development and Growth (Newcastle City only)

### Political and International Relations Major (Newcastle City only)

#### CORE COURSE:

**LEGL1001** Foundations of Law

#### COMPULSORY COURSES:

**POLI2203** International Political Economy and Global

Development (Newcastle City only)

**POLI3180** Politics, Policy and Government (Newcastle City only)

#### DIRECTED COURSES:

Complete 10 units from:

**POLI1010** Australian Politics and Government (Newcastle City only)

**POLI1020** Introduction to Politics (Callaghan only)

Complete 10 units from:

**POLI2001** Ideas in Political Science (Newcastle City only)

**POLI2200** The Global Politics of Indigenous People (Newcastle City only)

Complete 30 units from:

**BUSN3002** Industry Placement (Newcastle City only)

**POLI3002** Power and the State (Newcastle City only)

**POLI3140** The Politics of Globalisation (Newcastle City only)

**POLI3150** Issues in International Relations (Newcastle City only)

**POLI3160** Global Power and World Order (Newcastle City only)

**POLI3203** Democracy in the 21st Century: Local Power,

Policy and Participatory Politics (Newcastle City only)

THIS MAJOR REPLACES THE GOVERNANCE, POLICY AND POLITICAL ECONOMY MAJOR

### International Business Major (Newcastle City only)

#### CORE COURSE:

**MNGT1001** Introduction to Management

#### COMPULSORY COURSES:

**IBUS1000** Managing International Business Risk (Newcastle City only)

**IBUS2001** Cross-Cultural Management and Negotiations (Newcastle City only)

**IBUS2003** International Trade Logistics (Newcastle City only)

**IBUS3000** International Business Strategy (Newcastle City only)

#### DIRECTED COURSES:

Complete 30 units from:

**ACFI3140** International Finance (Newcastle City only)

**BUSN3002** Industry Placement (Newcastle City only)

**ECON3003** Global Trade and Finance (Newcastle City only)

**IRHR3540** International Human Resource Management

**MKTG3060** International Marketing (Newcastle City only)

# PROGRAM PLAN

## BACHELOR OF BUSINESS

### Sports Management Major (Newcastle City only)

**CORE COURSE:**

**MKTG1001** Foundations of Marketing

**COMPULSORY COURSES:**

**LEIS1000** Leisure Behaviour and Organisation *(Newcastle City only)*

**LEIS2000** Sports Operations Management *(Newcastle City only)*

**LEIS3000** Managing Events *(Newcastle City only)*

**LEIS3001** Sports Leadership *(Newcastle City only)*

**DIRECTED COURSES:**

Complete 10 units from:

**LEIS2100** Volunteer Management

**TOUR2002** Visitor Management

Complete 20 units from:

**BUSN3002** Industry Placement *(Newcastle City only)*

**MKTG3040** Services Marketing

**ARBE4303** Facilities Management

**EDUC4014** PE Studies 7 - Sports Coaching *(Callaghan only)*

**EDUC4015** Sociology of Health and Physical Education, Sport and Physical Activity *(Callaghan only)*

THIS MAJOR HAS BEEN DISCONTINUED AS OF 2021, PLEASE REFER TO ADDITIONAL DOCUMENTS FOR TRANSITION ARRANGEMENTS.

### Tourism Management Major (Newcastle City only)

**CORE COURSES:**

**MNGT1001** Introduction to Management

**COMPULSORY COURSES:**

**LEIS1000** Leisure Behaviour and Organisation *(Newcastle City only)*

**TOUR2003** Global Tourism Management *(Newcastle City only)*

**TOUR3003** Tourism Marketing *(Newcastle City only)*

**TOUR3004** Specialised Sectors of the Tourism Industry *(Newcastle City only)*

**DIRECTED COURSES:**

Complete 10 units from:

**TOUR2001** Tourism and Cultural Heritage *(Newcastle City only)*

**TOUR2002** Visitor Management

Complete 20 units from:

**BUSN3002** Industry Placement *(Newcastle City only)*

**LEIS3000** Managing Events *(Newcastle City only)*

**TOUR3000** Tourism and Environmental Management

**TOUR3001** Destination Development

THIS MAJOR IS NOW TOURISM AND EVENT MANAGEMENT. PLEASE REFER TO ADDITIONAL DOCUMENTS FOR TRANSITION ARRANGEMENTS.

### Tourism and Event Management Major (Newcastle City only)

**CORE COURSES:**

**MNGT1001** Introduction to Management

**COMPULSORY COURSES:**

**LEIS1000** Leisure Behaviour and Organisation *(Newcastle City only)*

**TOUR2003** Global Tourism Management *(Newcastle City only)*

**LEIS3003** Event Strategy and Leadership *(Newcastle City only)*

**TOUR3003** Tourism Marketing *(Newcastle City only)*

**DIRECTED COURSES:**

Complete 10 units from:

**LEIS2001** Event Operations Management *(Newcastle City only)*

**TOUR2001** Tourism and Cultural Heritage *(Newcastle City only)*

Complete 20 units from:

**BUSN3002** Industry Placement *(Newcastle City only)*

**LEIS3100** Volunteer Management *(Newcastle City only)*

**TOUR3004** Specialised Sectors of the Tourism Industry *(Newcastle City only)*

THIS MAJOR IS AVAILABLE FROM 2021.