

# Master of Business Administration/ Master of Marketing

 Commencing in 2018

 Studying in Newcastle or Sydney

See the last page for some helpful hints & tips!



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 prior advice from your [Program Advisor](#) to ensure you remain on track.

## COMMENCING TRIMESTER 1

	Trimester 1			Trimester 2			Trimester 3		
2018	<a href="#">GSBS6004</a> Organisational Behaviour and Design	<a href="#">GSBS6005</a> Marketing Management and Planning		<a href="#">GSBS6013</a> Customer Decision Making and Behaviour	<a href="#">GSBS6015</a> Services and Relationship Marketing Management		<a href="#">GSBS6014</a> Digital Marketing	<a href="#">GSBS6514</a> Leadership in Contemporary Organisations	<a href="#">GSBS6300</a> Integrated Marketing Communications
2019	<a href="#">GSBS6200</a> Accounting and Financial Management	<a href="#">GSBS6301</a> Brand Development and Marketing	<a href="#">DIRECTED</a>	<a href="#">GSBS6484</a> Corporate Governance and Social Responsibility	<a href="#">GSBS6041</a> Global Marketing Strategy and Planning	<a href="#">DIRECTED</a>	<a href="#">GSBS6060</a> Strategic Management	<a href="#">GSBS6505</a> Marketing Research in Practice	<a href="#">DIRECTED</a>

**Program Plan Key:**  = Core  = Directed (List of Directed courses on page 3)

COMMENCING TRIMESTER 2

	Trimester 1			Trimester 2			Trimester 3		
2018				<a href="#">GSBS6004</a> Organisational Behaviour and Design	<a href="#">GSBS6005</a> Marketing Management and Planning		<a href="#">GSBS6014</a> Digital Marketing	<a href="#">GSBS6300</a> Integrated Marketing Communications	
2019	<a href="#">GSBS6013</a> Customer Decision Making and Behaviour	<a href="#">GSBS6015</a> Services and Relationship Marketing Management	<a href="#">GSBS6041</a> Global Marketing Strategy and Planning	<a href="#">GSBS6200</a> Accounting and Financial Management	<a href="#">GSBS6514</a> Leadership in Contemporary Organisations	<a href="#">DIRECTED</a>	<a href="#">GSBS6301</a> Brand Development and Marketing	<a href="#">GSBS6060</a> Strategic Management	<a href="#">GSBS6505</a> Marketing Research in Practice
2020	<a href="#">GSBS6484</a> Corporate Governance and Social Responsibility	<a href="#">DIRECTED</a>	<a href="#">DIRECTED</a>						

Program Plan Key:  = Core  = Directed (List of Directed courses on page 3)

## COMMENCING TRIMESTER 3

	Trimester 1	Trimester 2	Trimester 3
2018			<a href="#">GSBS6004</a> Organisational Behaviour and Design <a href="#">GSBS6005</a> Marketing Management and Planning
2019	<a href="#">GSBS6013</a> Customer Decision Making and Behaviour <a href="#">GSBS6015</a> Services and Relationship Marketing Management	<a href="#">GSBS6014</a> Digital Marketing <a href="#">GSBS6300</a> Integrated Marketing Communications DIRECTED	<a href="#">GSBS6200</a> Accounting and Financial Management <a href="#">GSBS6301</a> Brand Development and Marketing <a href="#">GSBS6514</a> Leadership in Contemporary Organisations
2020	<a href="#">GSBS6484</a> Corporate Governance and Social Responsibility <a href="#">GSBS6041</a> Global Marketing Strategy and Planning DIRECTED	<a href="#">GSBS6060</a> Strategic Management <a href="#">GSBS6505</a> Marketing Research in Practice DIRECTED	

## Directed Courses

Choose **30 units** from the following directed courses.

<a href="#">GSBS6001</a>	Managing Under Uncertainty	<a href="#">GSBS6509</a>	Entrepreneurship for Startups
<a href="#">GSBS6007</a>	Managing Human Resources in International Organisations	<a href="#">GSBS6510</a>	Global Innovation Management
<a href="#">GSBS6012</a>	Entrepreneurship & Innovation	<a href="#">GSBS6511</a>	Creativity and Design Thinking for Enterprise
<a href="#">GSBS6040</a>	Human Resource Management	<a href="#">GSBS6512</a>	Project in Enterprise Development
<a href="#">GSBS6100</a>	Negotiation and Conflict Resolution	<a href="#">INFO6050</a>	Process Analysis and Problem Solving
<a href="#">GSBS6130</a>	Corporate Finance	<a href="#">INFO6090</a>	Business Intelligence for the Enterprise
<a href="#">GSBS6150</a>	Individual Financial Planning	<a href="#">INFT6009</a>	Cloud Computing & Mobile Applications for the Enterprise
<a href="#">GSBS6190</a>	Human Resource and Organisation Development	<a href="#">INFT6060</a>	The Digital Economy
<a href="#">GSBS6410</a>	Economics of Competitive Advantage	<a href="#">INFT6201</a>	Big Data
<a href="#">GSBS6411</a>	Introduction to Cooperative Organisation and Management	<a href="#">INFT6304</a>	Project Planning and Management
<a href="#">GSBS6412</a>	Social Enterprises and Cooperative Innovation	<a href="#">LAWS6106</a>	Advanced Communication Skills
<a href="#">GSBS6508</a>	Enterprise Development and Growth	<a href="#">LAWS6114</a>	Negotiation in a Legal Context

To be eligible to graduate make sure you have completed 160 units (10 units = 1 course unless otherwise specified) which meet the following criteria:

- ✓ Core Courses - 130 Units.
- ✓ Directed Courses – 30 Units
- ✓ All students should complete Capstone Courses GSBS6060 Strategic Management, GSBS6484 Corporate Governance and Social Responsibility, and GSBS6505 Marketing Research in Practice towards the end of their program.
- ✓ The recommended duration of this program is 6 trimesters.
- ✓ The maximum time to complete this program is 6 years.
- ✓ The above enrolment pattern complies with the conditions of international student visas. Failing to follow this enrolment advice may result in international students not being able to graduate within the period of their Confirmation of Enrolment
- ✓ Future availability of courses is subject to change.
- ✓ Part time students typically enrol in 10-20 units each Trimester.
- ✓ **Students must enrol ONLY in courses listed on this program plan. Students are not permitted to select courses from outside their degree program.**



Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#).

The [Program Handbook](#) has valuable information on program structure and requirements, if you are intending on studying part time or varying from this program plan please seek prior advice from your [Program Advisor](#).

# Helpful Hints & Tips

## ENROLMENT HELP



Need help? >>  
**Ask UON >>**



How do I use the Web Timetable? >>

### RULES

It is important to follow this Program Plan.

You cannot repeat a course you've passed to try and get a better grade.

You cannot enrol in any extra courses not required by your program.

## INFO FOR NEW STUDENTS



First year undergraduate students usually only enrol in 1000 level courses >>

New Postgraduate students should only enrol in 6000 level courses >>



Find out all you need to know about getting started at uni >>

## UNDERSTANDING COURSES & PROGRAMS



Not sure what courses to study? >>



Understanding program and course jargon >>



Understanding UON Jargon >>

## PRIOR STUDY



Check you have met the assumed knowledge and requisites for courses before enrolling >>



Have you studied elsewhere or transferred programs? Don't forget to apply for credit >>

## CONSIDERING A BREAK?



Need to take a break? This is called a 'leave of absence'. Check if you are eligible >>



Planning on going overseas? Keep electives free, so it's easier for you to receive credit for your overseas studies >>



UON offers a range of support services to assist with your health and wellbeing >>

## MORE QUESTIONS?

We are here to answer questions about your program. Talk to us your way!

- Ask UON
- 1300 ASK UON
- Visit a Student Hub
- Message us on Facebook
- or Twitter
- UONline via myUON