


PROGRAM PLAN

MASTER OF BUSINESS ADMINISTRATION/MASTER OF MARKETING

START DATE:
Trimester 1, Trimester 2,
Trimester 3, 2021

LOCATION:
City Precinct, Online

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.:

COMMENCING IN TRIMESTER 1

FULL TIME STUDY | ON CAMPUS INTERNATIONAL STUDENTS MUST UNDERTAKE THE FULL-TIME ENROLMENT PLAN

YEAR 1	TRIMESTER 1	GSBS6004 Organisational Behaviour and Design CORE	GSBS6005 Marketing Management and Planning CORE	GSBS6014 Digital Marketing CORE	TRIMESTER 2	GSBS6013 Customer Decision Making and Behaviour CORE	GSBS6200 Accounting and Financial Management CORE	DIRECTED	TRIMESTER 3	GSBS6015 Services and Relationship Marketing Management CORE	GSBS6300 Integrated Marketing Communications CORE	GSBS6301 Brand Development and Marketing CORE
	TRIMESTER 1	GSBS6484 Corporate Governance and Social Responsibility CORE	GSBS6505 Marketing Research in Practice CORE	DIRECTED	TRIMESTER 2	GSBS6060 Strategic Management CORE	GSBS6514 Leadership in Contemporary Organisations CORE		TRIMESTER 3	GSBS6041 Global Marketing Strategy and Planning CORE	DIRECTED	

COMMENCING IN TRIMESTER 2

FULL TIME STUDY | ON CAMPUS INTERNATIONAL STUDENTS MUST UNDERTAKE THE FULL-TIME ENROLMENT PLAN

YEAR 1					TRIMESTER 2	GSBS6004 Organisational Behaviour and Design CORE	GSBS6005 Marketing Management and Planning CORE	GSBS6013 Customer Decision Making and Behaviour CORE	TRIMESTER 3	GSBS6015 Services and Relationship Marketing Management CORE	GSBS6300 Integrated Marketing Communications CORE	GSBS6301 Brand Development and Marketing CORE
	TRIMESTER 1	GSBS6014 Digital Marketing CORE	GSBS6514 Leadership in Contemporary Organisations CORE	DIRECTED	TRIMESTER 2	GSBS6200 Accounting and Financial Management CORE	GSBS6041 Global Marketing Strategy and Planning CORE	DIRECTED	TRIMESTER 3	GSBS6484 Corporate Governance and Social Responsibility CORE	DIRECTED	
	TRIMESTER 1	GSBS6060 Strategic Management CORE	GSBS6505 Marketing Research in Practice CORE									

PROGRAM PLAN

MASTER OF BUSINESS ADMINISTRATION/MASTER OF MARKETING

COMMENCING IN TRIMESTER 3

FULL TIME STUDY | ON CAMPUS INTERNATIONAL STUDENTS MUST UNDERTAKE THE FULL-TIME ENROLMENT PLAN

YEAR	TRIMESTER	COURSE	CATEGORY
YEAR 1			
YEAR 2	TRIMESTER 1	GSBS6014 Digital Marketing	CORE
		GSBS6301 Brand Development and Marketing	CORE
		DIRECTED	
YEAR 3	TRIMESTER 1	GSBS6060 Strategic Management	CORE
		GSBS6505 Marketing Research in Practice	CORE
YEAR 2	TRIMESTER 2	GSBS6013 Customer Decision Making and Behaviour	CORE
		GSBS6300 Integrated Marketing Communications	CORE
		GSBS6514 Leadership in Contemporary Organisations	CORE
YEAR 3	TRIMESTER 2	GSBS6484 Corporate Governance and Social Responsibility	CORE
		DIRECTED	
YEAR 1	TRIMESTER 3	GSBS6004 Organisational Behaviour and Design	CORE
		GSBS6005 Marketing Management and Planning	CORE
		GSBS6200 Accounting and Financial Management	CORE
YEAR 2	TRIMESTER 3	GSBS6015 Services and Relationship Marketing Management	CORE
		GSBS6041 Global Marketing Strategy and Planning	CORE
		DIRECTED	

PROGRAM PLAN

MASTER OF BUSINESS ADMINISTRATION/MASTER OF MARKETING

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, visit the [Program Handbook](#) for more information.
- 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.
- The Education Services for Overseas Students requires students on a student visa to take no more than one third of their program online or by distance education and to be enrolled in at least one face-to-face course in each compulsory term.
- Part time students typically enrol in 10-20 units each Trimester.
- Future availability of courses is subject to change.
- **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](#). 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

MASTER OF BUSINESS ADMINISTRATION/MASTER OF MARKETING

MASTER OF BUSINESS ADMINISTRATION/MASTER OF MARKETING

COMPULSORY COURSES

Complete the following 130 units:

GSBS6004 Organisational Behaviour and Design
GSBS6005 Marketing Management and Planning
GSBS6013 Customer Decision Making and Behaviour
GSBS6014 Digital Marketing
GSBS6015 Services and Relationship Marketing Management
GSBS6041 Global Marketing Strategy and Planning
GSBS6060 Strategic Management
GSBS6200 Accounting and Financial Management
GSBS6300 Integrated Marketing Communications
GSBS6301 Brand Development and Marketing
GSBS6484 Corporate Governance and Social Responsibility
GSBS6505 Marketing Research in Practice
GSBS6514 Leadership in Contemporary Organisations

DIRECTED COURSES CON'T

INFT6009 Cloud Computing & Mobile Applications for the Enterprise
INFT6060 The Digital Economy
INFT6201 Big Data
INFT6304 Project Planning and Management
LAWS6106 Advanced Communication Skills
LAWS6114 Negotiation in a Legal Context

DIRECTED COURSES

Complete 30 units from:

GSBS6001 Managing Under Uncertainty
GSBS6007 Managing Human Resources in International Organisations
GSBS6012 Entrepreneurship and Innovation
GSBS6040 Human Resource Management
GSBS6100 Negotiation and Conflict Resolution
GSBS6130 Corporate Finance
GSBS6150 Individual Financial Planning
GSBS6190 Human Resource and Organisation Development
GSBS6410 Economics of Competitive Advantage
GSBS6411 Introduction to Co-operative Organisation and Management
GSBS6412 Social Enterprises and Co-operative Innovation
GSBS6508 Enterprise Development and Growth
GSBS6509 Entrepreneurships for Startups
GSBS6510 Global Innovation Management
GSBS6511 Creativity and Design Thinking for Enterprise
GSBS6517 Behavioural Finance and Client Relationships
INFO6050 Process Analysis and Problem Solving
INFO6090 Business Intelligence for the Enterprise