

Master of Business Administration/ Master of Marketing

 Commencing in 2019

 Studying at Newcastle City

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

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

COMMENCING TRIMESTER 2

	Trimester 1	Trimester 2	Trimester 3									
2019		<table border="1"> <tr> <td>GSBS6004 Organisational Behaviour and Design</td> <td>GSBS6005 Marketing Management and Planning</td> <td></td> </tr> </table>	GSBS6004 Organisational Behaviour and Design	GSBS6005 Marketing Management and Planning		<table border="1"> <tr> <td>GSBS6013 Customer Decision Making and Behaviour</td> <td>GSBS6015 Services and Relationship Marketing Management</td> <td></td> </tr> </table>	GSBS6013 Customer Decision Making and Behaviour	GSBS6015 Services and Relationship Marketing Management				
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2020	<table border="1"> <tr> <td>GSBS6014 Digital Marketing</td> <td>GSBS6300 Integrated Marketing Communications</td> <td>DIRECTED</td> </tr> </table>	GSBS6014 Digital Marketing	GSBS6300 Integrated Marketing Communications	DIRECTED	<table border="1"> <tr> <td>GSBS6200 Financial and Management Accounting</td> <td>GSBS6301 Brand Development and Marketing</td> <td>GSBS6514 Leadership in Contemporary Organisations</td> </tr> </table>	GSBS6200 Financial and Management Accounting	GSBS6301 Brand Development and Marketing	GSBS6514 Leadership in Contemporary Organisations	<table border="1"> <tr> <td>GSBS6041 Global Marketing Strategy and Planning</td> <td>GSBS6484 Corporate Governance and Social Responsibility</td> <td>DIRECTED</td> </tr> </table>	GSBS6041 Global Marketing Strategy and Planning	GSBS6484 Corporate Governance and Social Responsibility	DIRECTED
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Program Plan Key:  = Core  = Directed (List of Directed courses on page 3)

COMMENCING TRIMESTER 3

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Directed Courses

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

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

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