

BBA CURRICULUM & CREDITS

SPECIALISATION : MARKETING

YEAR 1	SEMESTER 1	Credits	Nature of the subject
	Principles of Management	3	Core
	Macroeconomics	3	Core
	World Cultures	3	Core
	Mathematics & Computer Skills	3	Core
	Business English Writing	3	Core
YEAR 2	SEMESTER 2		
	Microeconomics	3	Core
	Sustainability & Corporate Social Responsibility	3	Core
	Marketing	3	Core
	Business Oral Communication	3	Core
	Regional Immersion Project 1 (RIP 1)	3	Core
YEAR 3	SEMESTER 3		
	Organisational Behaviour	3	Core
	Statistics	3	Core
	Operations Management	3	Core
	Financial Accounting	3	Core
	Critical Thinking	3	Core
YEAR 4	Employability and Practitioner Skills Series 1: Emotional Intelligence	1	Core
	SEMESTER 4		
	Corporate Finance	3	Core
	Decision Science	3	Core
	Research Methodology	3	Core
	Business Disruptive Technology	3	Core
YEAR 5	Regional Immersion Project 2 (RIP 2)	3	Core
	Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity	1	Core
	SEMESTER 5		
	Human Resources Management	3	Core
	Cost Accounting	3	Core
	Digital Marketing	3	Specialisation
YEAR 6	Branding & Communications	3	Specialisation
	Employability and Practitioner Skills Series 3: Communicating Effectively	1	Core
	SEMESTER 6		
	Business Law	3	Core
	Decision Making	3	Core
	Project Management	3	Core
YEAR 7	Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility	1	Core
	Sales and Channel Management	3	Specialisation
	SEMESTER 7		
	Strategic Management	3	Core
	Australian Business Environment	3	Core
	Self Directed Learning	3	Core
YEAR 8	Client Relationship Management	3	Specialisation
	SEMESTER 8		
	Marketing Strategy	3	Specialisation
	Retail Management	3	Specialisation
	Action Learning Project (ALP)	4	Core
	TOTAL CREDITS	110	