

Department of Business

SUGGESTED PROGRAM OF STUDY

# BACHELOR OF COMMERCE (2009) (MARKETING & ORGANISATIONAL BEHAVIOUR)

This is a suggested study plan for the Bachelor of Commerce (Marketing & Organisational Behaviour). This document is to be used as an **example only** and does not replace the Handbook of Undergraduate Studies <http://handbook.mq.edu.au/> or the University Timetable <http://www.timetables.mq.edu.au/>.

**General requirements:** Minimum number of credit points — 68; maximum number of credit points at 100 level — 30; minimum number of credit points in units at 300 level or above designated in the Schedule of Undergraduate Units as commerce or economics units — 18; which must include the following approved coherent study: BBA315 or ECON361, MKTG302, MKTG303, MKTG304, PSY307 or PSY345.

## Full-time Students, First Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG101*	Marketing Fundamentals	3	ECON111	Microeconomic Principles	3
ECON110	Macroeconomic Principles	3	PSY105	Introduction to Psychology II	3
PSY104	Introduction to Psychology I	3	100	Level Elective or General credit	3
STAT170*	Introductory Statistics	3	100	Level Elective or General credit	3

**Maximum** number of credit points at 100 level = 30.

## Full-time Students, Second Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG203	Consumer Behaviour	3	MKTG202	Marketing Research	3
PSY248	Design and Statistics II	3	100 or 200	Level Elective or General credit	3
100 or 200	Level Elective or General Credit	3	200	Level Elective or General credit	4
200	Level Elective or General Credit	3	200	Level Elective or General Credit	3

Please choose your 200 level units **carefully** as they may not form part of the prerequisite requirements for your preferred 300 level units.  
*If you are unsure about your selection of elective units please seek advice from Department of Business.*

## Full-time Students, Third Year Program

SEMESTER 1			SEMESTER 2		
Code	Name	cps	Code	Name	cps
MKTG302	International Marketing	3	MKTG304	Marketing Strategy Project	3
MKTG303*	Marketing Strategy: Analysis and Decisions	3	300	Level Commerce/Economics unit	3
PSY307	Organisational Psychology	4			
BBA315*	Business Forecasting	3			

**Minimum** number of credit points in units at 300 level or above designated in the Schedule of Undergraduate Units as Commerce or Economics units = 18.

**Note:** \* These units are offered in both semesters.

**Important:** 1. Only for students who transfer or enrol into this degree in 2009

2. Students are governed by the rules of the year they enrol

3. For any further enquiries, please email: [business@mq.edu.au](mailto:business@mq.edu.au)

4. If the 4 credit point elective at 200 level is not selected, an additional 2 or 3 credit point elective at 200 level or above is required



## Some Possible 100 — Level Electives

<b>ACST101</b>	Techniques and Elements of Finance (3) D1&2, E1	<b>ANTH150</b>	Identity and Difference: Intro to Anthropology (3) D2, E2
<b>ACST151</b>	Introduction to Actuarial Studies (3) D1	<b>GEOS111</b>	Geographies of Global Change (3) D1&2
<b>DEM127</b>	Demographic Fundamentals (3) D1, E2	<b>ISYS114</b>	Intro to Systems Design and Data Management D2, E2
<b>ECON141</b>	Introductory Econometrics (3) D1&2 E1&2	<b>POL167</b>	Thinking Politically (3) D2, X2
<b>STAT175</b>	Gambling, Sport and Medicine (3) D2, E1	<b>SOC175</b>	Australian and Global Societies D1, E1, X1

## Some Possible 200 — Level Electives

<b>ACCG200</b>	Fundamentals of Mgmt Accounting (3) D1&2, E1	<b>MKTG206</b>	Brand Management (3) D1
<b>ACCG201</b>	Organisational Planning and Control (3) D1&2, E2	<b>MKTG207</b>	Services Marketing (3) D1
<b>ACCG223</b>	Contemporary Dimensions of Financial Accounting (4) D2	<b>STAT270</b>	Applied Statistics (3) D1, E2
<b>ACCG250</b>	Accounting Sys Design and Development (3) D1&2, E1&2	<b>STAT271</b>	Statistics I (3) D2
<b>ACCG251</b>	Accounting and Information Systems (3) D1&2, E1	<b>STAT279</b>	Operations Research I (3) D1, E2
<b>ACCG253</b>	Financial Management (3) D1&2, E1&2	<b>ENV200</b>	Introduction to Environmental Studies (3) D2
<b>ACCG256</b>	Accounting and Society (3) D2	<b>BUSL250</b>	Business Law (3) D1&2, E1&2
<b>ACST201</b>	Financial Techniques, Instruments and Markets (3) D2, E2	<b>CHN212</b>	Traditional Chinese Thought (3) D1
<b>BBA204</b>	Industry Policy and Business Management (3) D1	<b>DANC220</b>	Contemporary Dance 1 (3) D2
<b>BBA214</b>	Macroeconomic Policy and Business (3) D2	<b>ECDO200</b>	Careers and Work (2) X2
<b>BBA250</b>	Human Resource Management (3) D1	<b>ECH226</b>	Infancy and Early Development (4) D1, X1
<b>BUSL201</b>	Law in Australian Society (3) D1	<b>EUL202</b>	The European Union (3) D1, X1
<b>ECON200</b>	Microeconomic Analysis (4) D1, E1	<b>JPN230</b>	Survey of Japanese Literature (3) D1
<b>ECON201</b>	Macroeconomic Analysis (4) D2, E2	<b>JPN250</b>	Modern Japanese Society (3) D2
<b>ECON232</b>	Econometric Principles (3) D1, E1	<b>LING253</b>	Writing in English (4) D2
<b>ECON235</b>	Economic Development (3) D1	<b>PHIL225</b>	Ethical Theory (4) D1
<b>ECON240</b>	Labour Market Economics (3) D2	<b>POL250</b>	Contemporary Issues in Australian Politics (4) D2, X2
<b>MKTG204</b>	Advertising and Promotion Decisions (3) 2010	<b>SOC230</b>	Cultural Sociology (4) 2009

## Some Possible 300 — Level Electives

<b>ACCG310</b>	Corporate Accounting and Reporting (4) D1&2, E1	<b>ECON335</b>	The Economics of Financial Institutions (3) E2
<b>ACCG330</b>	Strategic Management Accounting (3) E1	<b>ECON349</b>	South East Asian Economies (3) D1
<b>ACCG340</b>	Auditing and Assurance Services (3) D1&2, E1&2	<b>ECON350</b>	Money and Finance (3) D1, E1
<b>ACCG350</b>	Financial Statement Analysis (3) D2, E1	<b>ECON356</b>	History of Economic Thought (3) D1
<b>ACCG353</b>	Corporate Financial Design (3) D2, E2	<b>ECON359</b>	Environmental Economics (3) D2
<b>ACCG355</b>	Information Systems for Management (3) D2	<b>ECON360</b>	International Finance (3) D2, E2
<b>ACCG356</b>	Social and Critical Perspectives on Accounting (4) D1	<b>ECON385</b>	Contending Perspectives in Contemp Eco (3) D2
<b>ACCG400</b>	Contemporary Developments in Accg Research (2) D2	<b>ECON394</b>	The Japanese Economy (3) D1
<b>ACCG401</b>	Social and Critical Perspectives on Accounting(4) D1	<b>ECON396</b>	European Union Economics (3) D1
<b>ACST300</b>	Insurance and Superannuation Practice (4) D1	<b>GEOS311</b>	Asia-Pacific Development (4) D2, X2
<b>BBA320</b>	Asian Business Environments (3) D2	<b>GEOS324</b>	conomy, Place and Culture (4) D2, X2
<b>BBA340</b>	Cross Cultural Management (3) D1&2, E1&2	<b>HRM307</b>	HRM — Issues and Processes (3) D2, E2
<b>BUSL301</b>	Corporations Law (3) D1&2, E1&2	<b>HRM317</b>	Management of Change and Learning (3) D1, E1
<b>BUSL315</b>	Business Litigation (3) D2	<b>MKTG305</b>	Marketing Seminar (3) D2, E2
<b>BUSL320</b>	Revenue Law (3) D2, E2	<b>MKTG306</b>	E-Commerce: Marketing Channels Decisions (3) D1
<b>BUSL333</b>	Human Resources Law (3) D1	<b>MPCE360</b>	Technology Management (3) D1
<b>BUSL350</b>	Marketing and Management Law (3) D1&2	<b>PHIL364</b>	Business and Professional Ethics (4) D2, X2
<b>BUSL377</b>	Japanese Trade Law (3) D1	<b>STAT302</b>	Graphics, Multivariate Methods & Data Mining (3) D2
<b>BUSL379</b>	European Trade Law (3) 2009	<b>STAT321</b>	Logistics and Project Management (3) D1
<b>BUSL388</b>	China Trade and Investment Law (3) D2	<b>STAT328</b>	Market Research and Forecasting (3) D2
<b>DEM355</b>	Social and Applied Demography (3) D1	<b>STAT373</b>	Design of Surveys and Experiments (3) D1
<b>DEM356</b>	Demographic Techniques (3) D2	<b>STAT375</b>	Linear Models (3) E1
<b>ECON303</b>	International Economics (3) D2	<b>STAT378</b>	Statistical Computing (3) D1

**Note:** Units in **blue** are commerce/economics designated. Units in **grey** are non-commerce/economics units.  
D = Day, E = Evening, X = External, 2009 = Offered in 2009, 1 = Semester One, 2 = Semester Two.