

**FOR 2006 & 2007  
INTAKES**



**BACHELOR OF BUSINESS ADMINISTRATION  
SUGGESTED PROGRAM OF STUDY**

The BBA is designed to be a generalist degree giving students a broad exposure to a range of areas which are important in the functioning of an organisation. Each student must complete 2 elective modules from the list on the back of this handout. The elective modules add a significant amount of specialisation to the degree. In 2006, the UAI cut-off for the BBA was 86. Please refer to the UAC Guide for cut-offs of double degrees with the BBA.

**General requirements: Minimum number of credit points: 72; Maximum number of credit points at 100 level: 30; Minimum number of credit points at 300 level or above: 18 and completion of other specific requirements as set out below:**

*Full-time Students, Suggested First Year Program*

SEMESTER 1			SEMESTER 2		
Code	Name	CPs	Code	Name	CPs
MKTG101	Marketing Fundamentals	3	ACCG105	Introductory Financial Accounting	3
ACST101*	Techniques and Elements of Finance	3	BBA111	Organisational Behaviour	3
BBA103	Business Economics	3	BBA102	Business Organisation Principles	3
STAT170*	Introductory Statistics	3	ISYS123*	Intro. to Info. Systems (or any 100 level COMP or ISYS prefix unit)	3

*Full-time students, Suggested Second Year Program*

SEMESTER 1			SEMESTER 2		
Code	Name	CPs	Code	Name	CPs
ACCG200*	Fundamentals of Management Accounting	3	BUSL250*	Basic Business Law	3
BBA250	Human Resource Management	3	ACCG253*	Financial Management	3
EMX1^	Elective Module X Unit 1	3	EMX2	Elective Module X Unit 2	3
EMY1^	Elective Module Y Unit 1	3	EMY2	Elective Module Y Unit 2	3

*Full-time Students, Suggested Third Year Program*

SEMESTER 1			SEMESTER 2		
Code	Name	CPs	Code	Name	CPs
BBA350	Strategic Management I	3	BBA216	Business Communication Skills	3
BBA315	Business Forecasting	3	BBA351	Strategic Management II	3
EMX3	Elective Module X Unit 3	3	EMX4	Elective Module X Unit 4	3
EMY3	Elective Module Y Unit 3	3	EMY4	Elective Module Y Unit 4	3

**Notes:**

- \* These units are available in both semesters.
- ^ The two Elective Modules are commenced at 200-level and continued at 300-level. Elective modules have been designed in: *Accounting and Finance, Business Demography, Business Law, Economics, Finance, Human Resource Management, Information Systems, Languages, Law, Marketing, Operations Research and Organisational Psychology.*

Where a unit is a requirement of both chosen elective modules and there are no other units available in the elective concerned, the student must add another unit at the same level or higher from any other BBA elective modules. *See over for detailed lists of each module.*

## BBA Elective Modules:

<p><b>Accounting and Finance</b>  ACCG201 Organisational Issues in Mgmt Accounting (3)  ACCG250 Accounting System Design and Development(3)  <b>Plus 2 of</b>  ACCG330 Advanced Topics in Mgmt Accounting (3)  ACCG350 Financial Statement Analysis (3)  ACCG353 Corporate Financial Design (3)  ACCG355 Information Systems for Management (3)</p>	<p><b>*Information Systems</b>  <i>Any one of:</i>  COMP115 Introduction to Computer Science (3) or  COMP155 Intro. to Computer Science (Advanced) (3)  ISYS114 Intro. to Systems Design &amp; Data Management (3)  ISYS154 Intro. to Systems Design &amp; Data Mgmt (Adv.) (3)  <i>with</i>  ISYS227 Requirements Analysis &amp; System Design (3)  <i>Plus one of:</i>  COMP247 Data Communications (3)  ISYS201 Application Development (3)  ISYS224 Database Systems (3) <i>with either:</i>  ISYS301 System Integration (3) or  ISYS302 IT Systems and Project Management (3)</p>
<p><b>*Business Demographics</b>  DEM127 Demographic Fundamentals (3)  DEM256 Business Demographics (3)  DEM355 Social and Applied Demography (3)  DEM356 Demographic Techniques (3)</p>	<p><b>Languages</b>  <b>2 of</b>  200-level Language units  <b>Plus 2 of</b>  300-level Language units</p>
<p><b>Business Law</b>  BUSL201 Law in Australian Society (3)  <b>Plus 3 of</b>  BUSL301 Corporations Law (3)  BUSL315 Business Litigation (3)  BUSL320 Revenue Law (3)  BUSL333 Human Resources Law (3)  BUSL350 Marketing and Management Law (3)  BUSL377 Japanese Trade Law (3)  BUSL388 Chinese Trade and Investment Law (3)</p>	<p><b>^Law</b>  <b>2 of</b>  200-level Law units  <b>Plus 2 of</b>  300-level Law units</p>
<p><b>Economics</b>  BBA204 Industry Policy &amp; Business Management (3)  BBA214 Macroeconomic Policy &amp; Business (3)  <b>Plus 2 of</b>  ECON350 Money &amp; Finance (3)  BBA320 Asian Business Environment (3)  BBA321 The Japanese Economy (3)</p>	<p><b>Marketing</b>  BBA203 Product &amp; Pricing Decisions (3)  BBA213 Distribution Decisions (3)  <b>Plus</b>  BBA313 Marketing Management (3) <i>with either</i>  BBA340 Cross Cultural Management (3) or  BBA303 Marketing Communications (3) or  MKTG306 Electronic Commerce Marketing Channels (3)</p>
<p><b>Finance</b>  ACST201 Financial Techniques (3) <i>with either</i>  BBA204 Industry Policy &amp; Business Management (3) or  BBA214 Macroeconomic Policy &amp; Business (3)  <b>Plus 2 of</b>  ECON350 Money &amp; Finance (3)  ECON335 Economics of Financial Institutions (3)  ECON360 International Finance (3)</p>	<p><b>Operations Research</b>  STAT270 Applied Statistics (3)  STAT279 Operations Research I (3)  <b>Plus</b>  STAT379 Operations Research II (3) <i>with either</i>  STAT321 Logistics &amp; Project Management (3) or  STAT373 Statistical Design (3)</p>
<p><b>HR Management</b>  HRM207 Human Resource Development (3)  HRM217 Human Resource Planning and Performance Management (3)  <b>Plus</b>  HRM307 Human Resource Mgmt – Issues and Processes(3)  <i>with either</i>  BBA340 Cross Cultural Management (3) or  BUSL333 Human Resources Law (3)</p>	<p><b>*Organisational Psychology</b>  PSY104 Introduction to Psychology I (3)  PSY105 Introduction to Psychology II (3)  PSY222 Design and Statistics (4)  PSY307 Organisational Psychology (4)</p>

### Notes:

- \* Students choosing these modules should refer to the relevant Study Patterns in the Handbook for available second elective modules. The study pattern codes are BUSN13 for Business Demography, BUSN14 for Organisational Psychology and BUSN19 for Information System.
- ^ Students who are not in the LLB need to apply for quota to take 100 level Law units which are pre-requisites for 200 level Law units.

Disclaimer: Every care has been taken to ensure the information is correct at the time this brochure is produced. In the case of any discrepancies between this brochure and the Handbook of Undergraduate Studies, students should seek academic advice immediately.

Last updated: August 2006