

BBA CURRICULUM & CREDITS

SPECIALISATION : FINANCE

	Credits	Nature of the subject	
YEAR 1	SEMESTER 1		
	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	
Employability and Practitioner Skills Series 1: Emotional Intelligence	1	Core	
YEAR 4	SEMESTER 4		
	Corporate Finance	3	Core
	Decision Science	3	Core
	Research Methodology	3	Core
	Business Disruptive Technology	3	Core
Regional Immersion Project 2 (RIP 2)	3	Core	
Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity	1	Core	
YEAR 5	SEMESTER 5		
	Human Resources Management	3	Core
	Cost Accounting	3	Core
	Financial Statement Analysis	3	Specialisation
	Financial Markets & Institutions	3	Specialisation
Employability and Practitioner Skills Series 3: Communicating Effectively	1	Core	
YEAR 6	SEMESTER 6		
	Business Law	3	Core
	Decision Making	3	Core
	International Finance	3	Specialisation
	Project Management	3	Core
Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility	1	Core	
YEAR 7	SEMESTER 7		
	Strategic Management	3	Core
	Australian Business Environment	3	Core
	Self Directed Learning	3	Core
Investment Analysis	3	Specialisation	
YEAR 8	SEMESTER 8		
	Financial and Risk Modeling	3	Specialisation
	Trading and Portfolio Management	3	Specialisation
Action Learning Project (ALP)	4	Core	
TOTAL CREDITS	110		

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SPECIALISATION : MARKETING

		Credits	Nature of the subject
YEAR 1	SEMESTER 1		
	Principles of Management	3	Core
	Macroeconomics	3	Core
	World Cultures	3	Core
	Mathematics & Computer Skills	3	Core
	Business English Writing	3	Core
	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 2	SEMESTER 3		
	Organisational Behaviour	3	Core
	Statistics	3	Core
	Operations Management	3	Core
	Financial Accounting	3	Core
	Critical Thinking	3	Core
	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	
Regional Immersion Project 2 (RIP 2)	3	Core	
Employability and Practitioner Skills Series 2: Leadership, Teamwork, Global Dexterity	1	Core	
YEAR 3	SEMESTER 5		
	Human Resources Management	3	Core
	Cost Accounting	3	Core
	Digital Marketing	3	Specialisation
	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
Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility	1	Core	
Sales and Channel Management	3	Specialisation	
YEAR 4	SEMESTER 7		
	Strategic Management	3	Core
	Australian Business Environment	3	Core
	Self Directed Learning	3	Core
	Client Relationship Management	3	Specialisation
	SEMESTER 8		
	Marketing Strategy	3	Specialisation
	Retail Management	3	Specialisation
	Action Learning Project (ALP)	4	Core
	TOTAL CREDITS	110	

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SPECIALISATION : ENTREPRENEURSHIP

		Credits	Nature of the subject
YEAR 1	SEMESTER 1		
	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
	Semester 3		
	Organisational Behaviour	3	Core
	Statistics	3	Core
	Operations Management	3	Core
Financial Accounting	3	Core	
Critical Thinking	3	Core	
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	
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	
Foundations of Entrepreneurship	3	Specialisation	
Commercialisation Strategy	3	Specialisation	
Employability and Practitioner Skills Series 3: Communicating Effectively	1	Core	
Semester 6			
Business Law	3	Core	
Decision Making	3	Core	
Entrepreneurial Finance & Fund Raising	3	Specialisation	
Project Management	3	Core	
Employability and Practitioner Skills Series 4: Innovation, Creativity and Agility	1	Core	
Semester 7			
Strategic Management	3	Core	
Australian Business Environment	3	Core	
Self Directed Learning	3	Core	
Growing Global	3	Specialisation	
Semester 8			
Deal Structuring	3	Specialisation	
Social Entrepreneurship	3	Specialisation	
Entrepreneurship Project (Alternative to ALP)	4	Core (Alternative)	
	TOTAL CREDITS	110	