

## COURSE DELIVERY PLAN 2025

### Bachelor of Business (Majoring in Marketing) (BMAMRK)

#### Course code: BBNS

Campus	Victoria University (VU) Online
College	Arts, Business, Law, Education and IT
Study Mode	Full Time or Part Time
Duration	3 years Full Time or Part Time equivalent
Fee Type	Fee information available from <a href="https://www.vu.edu.au/study-at-vu/fees-scholarships/course-tuition-fees">https://www.vu.edu.au/study-at-vu/fees-scholarships/course-tuition-fees</a>
Application Method	VTAC - <a href="https://vtac.edu.au">https://vtac.edu.au</a> Direct Application - <a href="https://gotovu.custhelp.com/app/landing">https://gotovu.custhelp.com/app/landing</a>
Timetable	Not applicable
Course completion rules	Refer to page 2 for <a href="#">Course Completions rules</a>
Further information	Unit and course information is available from the University course search site at <a href="http://vu.edu.au/course-search">http://vu.edu.au/course-search</a> or go to <a href="https://askvu.vu.edu.au">https://askvu.vu.edu.au</a> or phone VU Online on 1300 986 111
Course Chair	Leicha Bragg
Course Advice	<a href="mailto:Leicha.bragg@vu.edu.au">Leicha.bragg@vu.edu.au</a>

#### Understanding the Course Delivery Plan

1. This Course Delivery Plan outlines the ideal unit study path for students beginning their Studies in Semester 1 Block 1 of the year.

If you are a new commencing or returning students use the Course Delivery Plan together with the timetable provided in this document to assist you in understanding about the units you will need to enrol in this year.

If you have any queries about your study path if you have missed a Block of Study, please contact your Student Success Advisor on 1300 986 111 or at [vuonline.ssa@vu.edu.au](mailto:vuonline.ssa@vu.edu.au).

2. Students are required to enrol in all units for Semester 1 and 2 and are not permitted to enrol in more than 48 credit points per semester as a full-time load.
3. Core units: These are the essential subjects that all students in the course must complete.
4. Elective units: are subjects you can choose, allowing you to study topics that interest you. Electives, when added to your core units, make up the total number of units needed to complete your degree.
5. Placement: All students must complete 150 hours of approved Placement before for this course. Students must complete at least 25% (of 37.5 hours) of placement while in unit BSK3001 Workplace Learning. Contact your Student Success Advisor via email on [vuonline.ssa@vu.edu.au](mailto:vuonline.ssa@vu.edu.au) if you have any questions about Placement.

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## Course Completion Rules

To attain a Bachelor of Business, students will be required to complete 288 credit points, which consist of:

- 96 credit points of Core units
- 96 credit points of Major studies selected from the approved list (including BSK2001 and BSK3000)
- 96 credit points made up of either:

### Option A:

- BSK1001 Ethics and Sustainability
- BSK3001 Workplace Learning
- 72 credit points of 2nd Major studies from the approved list

OR

### Option B:

- BSK1001 Ethics and Sustainability
- BSK3001 Workplace Learning
- 48 credit points of Minor studies taken from any minor approved for VU Online (not already taken)
- 24 credit points of elective units taken from across the University

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## YEAR 1

### Students must complete 8 core units (96 credit points)

Preferably the first 8 units should be completed in the first year, please check the availability of the core units in the Unit Schedule provided in this document.

Unit Code	Unit Title	Unit Type	Credit Points	Campus	Prerequisites
BEO1000	Business Data Analytics and Visualisation	Core	12	Online	NIL
BEO1001	Economic Concepts and Application	Core	12	Online	NIL
BHO1000	Marketing Theory and Practice	Core	12	Online	NIL
BLO1105	Business Law	Core	12	Online	NIL
BMO1000	People and Organisations	Core	12	Online	NIL
BMO2005	Innovation and Entrepreneurship	Core	12	Online	NIL
BSK1000	My Business Future	Core	12	Online	NIL
BAO1000	Financial Literacy and Decision Making	Core	12	Online	NIL

## Year 2

### Students must complete 8 units (96 credit points) Major studies in Marketing

Unit Code	Unit Title	Unit Type	Credit Points	Campus	Prerequisites
BHO2007	Brand and Innovation	Core	12	Online	NIL
BHO2008	Strategic Consumer Insights	Core	12	Online	BHO1000
BHO2265	Integrated Marketing Communications	Core	12	Online	NIL
BHO2285	Marketing Research	Core	12	Online	BEO1000, BHO1000
BHO3001	Service Design and Marketing	Core	12	Online	NIL
BHO3004	Digital Marketing	Capstone	12	Online	BHO1000
BSK2001	My Professional Brand	Core	12	Online	BSK1000
BSK3000	Professional Business Project	Capstone	12	Online	BMO2005, the successful completion of at least 16 units.

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## Year 3

Students must select to do either option A or B.

### Option A: Choose a 2nd Major: Management & Innovation or Human Resource Management

1. Complete 6 units equivalent to 72 credit points from either the Marketing or Management & Innovation.

## MAJORS

### Management and Innovation BMAMAI

This, practical, hands-on major will equip you with the knowledge and skills you need to lead and enhance innovation for organisational growth as an: eCommerce Manager, Knowledge Manager, Entrepreneur, Venture Capitalist, Digital Business Analyst, Digital Business Process Administrator, Digital Project Administrator, Data Communicator. You will engage with and work alongside industry experts whose narratives will inform your decision-making and challenge your approach to leadership and what this means in an innovative context.

Unit Code	Unit Title	Unit Type	Credit Points	Campus	Prerequisites
BMO2002	Strategic Management	Core	12	Online	NIL
BMO2008	Digital Business	Core	12	Online	BMO1000
BMO2014	Leadership	Core	12	Online	NIL
BMO3002	Knowledge Management	Core	12	Online	NIL
BMO3010	Entrepreneurial Venture Scale Up	Core	12	Online	BMO2005
BMO3332	Managing Organisational Change	Capstone	12	Online	NIL
BSK2001	My Professional Brand	Core	12	Online	BSK1000
BSK3000	Professional Business Project	Capstone	12	Online	BMO2005, the successful completion of at least 16 units.

### Human Resource Management BMAHRM

Become a skilled, in-demand HR professional by studying the Human Resource Management major. You will gain the expertise necessary to succeed in various HR roles, including:

- staff recruitment
- change management
- workplace diversity and inclusion strategies
- professional development and training
- employee relations
- people-related analytics.

Throughout your study, you will apply your learning to real-world scenarios, developing relevant and important career skills and strategies. You will also gain invaluable professional experience as part of your studies, with an internship at a globally recognised, locally based organisation. VU's Bachelor of Business (Human Resource Management) is professionally accredited by the

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Australian Human Resources Institute (AHRI). As a graduate of this major, you will meet HR best practice and standards recognised in Australia and overseas.

Unit Code	Unit Title	Unit Type	Credit Points	Campus	Prerequisites
BMO2003	Human Resource Development	Core	12	Online	BMO2009
BMO2009	Managing People	Core	12	Online	BMO1000
BMO2010	Employment and Workplace Relations	Core	12	Online	BMO2009
BMO3005	Diversity & Wellbeing	Core	12	Online	BMO2009
BMO3009	People Systems	Core	12	Online	NIL
BMO3332	Managing Organisational Change	Capstone	12	Online	NIL
BSK2001	My Professional Brand	Core	12	Online	BSK1000
BSK3000	Professional Business Project	Capstone	12	Online	BMO2005, the successful completion of at least 16 units.

**AND**

## **2. Complete 2 units (24 credit points)**

Unit Code	Unit Title	Unit Type	Credit Points	Campus	Prerequisites
BSK1001*	Ethics and Sustainability	Core	12	Online	NIL
BSK3001	Workplace Learning	Core	12	Online	NIL

\*If you have completed this unit, you are not required to complete it again.

**This is the end of Option A requirements.**

## **OPTION B: Choose units of Minor studies from Management & Innovation or Human Resource Management**

- Complete 4 units (48 credit points) of Minor studies from either the Management and Innovation Stream or Marketing stream from the tables listed below:**

### **MINORS**

#### **Management and Innovation BMAMAI**

This minor in Management & Innovation provides you an insight into the wide and varied entrepreneurial and management organisations and roles. You will be exposed to units such strategic management, innovation and entrepreneurship, business ethics, knowledge management for innovative organisations and managing organisational change. These units will provide you deep learning that will allow you the capacity to apply entrepreneurial approach to innovation in organisations or pursuing entrepreneurial ideas for commercialisation.

Unit Code	Unit Title	Unit Type	Credit Points	Campus	Prerequisites
BMO2008	Digital Business	Minor	12	Online	BMO1000
BMO2014	Leadership	Minor	12	Online	
BMO3002	Knowledge Management	Minor	12	Online	
BMO3332	Managing Organisational Change	Minor	12	Online	

#### **Human Resource Management**

This Human Resource Management (HRM) minor offers essential disciplinary knowledge, combining theory with practical application to be relevant to the everyday work environment. Students will engage in individual and group activities, oral presentations, written assessments and examinations to demonstrate their skills development in critical thinking and problem solving.

Unit Code	Unit Title	Unit Type	Credit Points	Campus	Prerequisites
BMO2003	Human Resource Development	Core	BMO2003	Online	BMO2009
BMO2009	Managing People	Core	BMO2009	Online	BMO1000
BMO3005	Diversity and Wellbeing	Core	BMO3005	Online	BMO2009
BMO3009	People Systems	Core	BMO3009	Online	

**AND**

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## 2. Complete 4 units (48 credit points) from list below:

Unit Code	Unit Title	Unit Type	Credit Points	Campus	Prerequisites
BSK3001	Workplace Learning	Core	12	Online	NIL
BSK1001	Ethics and Sustainability	Core	12	Online	NIL
	Elective from across the university	Elective	12	Online	
	Electives from across the university	Elective	12	Online	

This is the end of the Option B requirements.

## Academic Calendar (4-week blocks)

Semester start and end dates, and other key dates can be found on the VU Academic Calendar website:

<https://www.vu.edu.au/current-students/your-course/timetables-calendars/academic-calendar>

## 2025 Unit Schedule

Below is a unit schedule all the units that are available each semester and should be used in conjunction with the course delivery plan.

- **Check Your Unit Schedule:** Look at the unit schedule below to see which units are offered each semester/block based on your plan.
- **Select One Unit per Semester Block:** You can only enrol in only one (1) unit per block.
- **Keep Track of Credit Points:** Make sure that your credit points do not exceed 12 credit point each block and by the end of the year (if you commenced in S1B1), your total credit point do not exceed 96 credit points.
- **Plan Ahead:** Use the schedule to plan which units you'll take throughout the year.
- **Need Advice?:** Contact your Student Success Advisor for assistance by email: [vuonline.ssa@vu.edu.au](mailto:vuonline.ssa@vu.edu.au)

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## 2025 BBNS Unit Schedule

	S1B1 2025	S1B2 2025	S1B3 2025	S1B4 2025	S2B1 2025	S2B2 2025	S2B3 2025	S2B4 2025
<b>General Core units</b>	BEO1000 Business Data Analytics and Visualisation	BEO1001 Economic Concepts and Application	BHO1000 Marketing Theory and Practice	BLO1105 Business Law	BMO1000 People and Organisations	BMO2005 Innovation and Entrepreneurship	BSK1000 My Business Future	BSK1001 Ethics and Sustainability
<b>Human Resources Major</b>	BMO2003 Human Resource Development	BMO3005 Diversity and Wellbeing	BMO3009 People Systems	BMO2010 Employment and Workplace Relations	BMO3332 Managing Organisational Change	BMO2009 Managing People	BMO2003 Human Resource Development	BMO3005 Diversity and Wellbeing
<b>Marketing Major</b>	BHO2008 Strategic Consumer Insights	BHO3001 Service Design and Marketing	BHO3004 Digital Marketing	BHO2265 Integrated Marketing Communications	BHO2285 Marketing Research	BHO2007 Brand and Innovation	BHO2008 Strategic Consumer Insights	BHO3001 Service Design and Marketing
<b>Management and Innovation Major</b>	BMO2014 Leadership	BMO3002 Knowledge Management	BMO2002 Strategic Management	BMO3010 Entrepreneurial Venture Scale Up	BMO3332 Managing Organisational Change	BMO2008 Digital Business	BMO2014 Leadership	BMO3002 Knowledge Management
<b>Core units related to major disciplines</b>	BSK2001 My Professional Brand		BSK3000 Professional Business Project	BSK2001 My Professional Brand		BSK3000 Professional Business Project	BSK2001 My Professional Brand	BSK3001 Workplace Learning

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