

# Bachelor of Business Management (BBusMan) 2023 Program Structure – Semester 1 commencement

It is important that you read and understand the following information.

It is your responsibility to ensure that you complete all the requirements of this program in order to graduate. The following information is designed to help you plan your enrolment to meet this goal.

Further information can be found in the official program requirements and course lists under the **Program Rules and Requirements** link in the Courses and Programs website:

[https://my.uq.edu.au/programs-courses/program.html?acad\\_prog=2171](https://my.uq.edu.au/programs-courses/program.html?acad_prog=2171)

You may need to amend this plan depending on your choice of major/s. You are not required to submit this program plan for approval. However, if you have any questions or concerns about meeting degree requirements, especially when you are nearing the end of your program, please [contact](#) the Faculty of Business, Economics and Law for advice.

## **PROGRAM GUIDELINES**

You must complete 48 units\*, comprising -

- 16 units for all BBusMan Core Courses; and
- 16 units for one major from BBusMan Majors; and
- 16 units for either:
  - 16 units for a second major from BBusMan Majors; or
  - 16 units of General Elective Courses\*\*

### **Note:**

\*At least #8 units (4 courses) must be at level 3 and no more than #24 units (12 courses) may be at level 1 (therefore excluding BBusMan Core Courses, maximum #8 units may be level 1 courses).

\*\*General Electives can come from the BBusMan course list, or other undergraduate course lists at UQ providing you have met the prerequisites; they are not incompatible with any of the courses in your program, nor a prerequisite to your program (e.g. you cannot gain credit for MATH1040 if you studied Mathematical Methods in high school and used it to meet the maths prerequisite for the program).

**STUDY PLAN**  
**BACHELOR OF BUSINESS MANAGEMENT**  
**BUSINESS ECONOMICS MAJOR**

You can use this outline to plan your program structure if you are commencing in semester 1

Courses	Units
<b>YEAR ONE</b>	
Semester 1 <i>It is <b>not</b> possible to study more than 8 units (4 courses) in your first semester of study</i>	
ACCT1101      Accounting for Decision Making	2
ECON1011      Economics for Business	2
MGTS1301      Introduction to Management	2
MGTS1601      Organisational Behaviour	2
Semester 2	
<i>If you wish to have an overseas experience, you need to start planning for your exchange now (October deadline for an exchange in semester 2 of the following year) **</i>	
BISM1201      Transforming Business with Information Systems	2
FINM1416^      Introduction to Financial Management	2
LAWS1100*      Business Law	2
MKTG1501      Foundations of Marketing	2
<b>YEAR TWO</b>	
Semester 1	
ECON2070      Introduction to Strategic Thinking	2
ECON2410      Economics of Business Strategy	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2 <i>Recommended exchange semester</i>	
ECON2420      The Macroeconomy & Business Conditions	2
ECON2540      Economics of Innovation and Entrepreneurship	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>YEAR THREE</b>	
Semester 1	
ECON3430      Managerial Economics	2
ECON3440      Competition Policy and Regulation	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2	
ECON3210      Financial Markets and Institutions	2
ECON3820      Understanding China	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>Total Units</b>	<b>48</b>

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- ^ Students who are intending to transfer from the BBusMan to the BCom (or a BCom dual) should not enrol in FINM1416 – please contact a Student Administration Officer in the BEL Faculty for advice (email: [bel@uq.edu.au](mailto:bel@uq.edu.au)).
- \*\* *Students who would like an exchange experience in their program are encouraged to seek advice from the BEL International Mobility Team ([exchange@bel.uq.edu.au](mailto:exchange@bel.uq.edu.au)) and BEL Student Administration Team ([bel@uq.edu.au](mailto:bel@uq.edu.au)) early in their program (i.e. commencement of year two). Please also familiarise yourself with the Academic Considerations: <https://bel.uq.edu.au/academic-considerations> and be aware of the exchange deadlines: <https://employability.uq.edu.au/student-exchange>*

**STUDY PLAN**  
**BACHELOR OF BUSINESS MANAGEMENT**  
**BUSINESS INFORMATION SYSTEMS MAJOR**

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Courses	Units
<b>YEAR ONE</b>	
Semester 1 <i>It is <b>not</b> possible to study more than 8 units (4 courses) in your first semester of study</i>	
ACCT1101      Accounting for Decision Making	2
ECON1011      Economics for Business	2
MGTS1301      Introduction to Management	2
MGTS1601      Organisational Behaviour	2
Semester 2	
<i>If you wish to have an overseas experience, you need to start planning for your exchange now (October deadline for an exchange in semester 2 of the following year) **</i>	
BISM1201      Transforming Business with Information Systems	2
FINM1416^      Introduction to Financial Management	2
LAWS1100*      Business Law	2
MKTG1501      Foundations of Marketing	2
<b>YEAR TWO</b>	
Semester 1	
BISM2206      Accounting Information & Software Applications	2
BISM2207      Managing Business Data	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2 <i>Recommended exchange semester</i>	
BISM2202      Data Analytics & Information Management	2
BISM2203      Business Process Management	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>YEAR THREE</b>	
Semester 1	
BISM3206      Advanced Data Analytics	2
BISM3222      Information Analysis & System Design	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2	
BISM3205      Business Information Security	2
BISM3208      Business Information Systems & Analytics Capstone	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>Total Units</b>	<b>48</b>

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**STUDY PLAN**  
**BACHELOR OF BUSINESS MANAGEMENT**  
**HUMAN RESOURCES MAJOR**

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Courses	Units
<b>YEAR ONE</b>	
Semester 1 <i>It is <b>not</b> possible to study more than 8 units (4 courses) in your first semester of study</i>	
ACCT1101      Accounting for Decision Making	2
ECON1011      Economics for Business	2
MGTS1301      Introduction to Management	2
MGTS1601      Organisational Behaviour	2
Semester 2	
<i>If you wish to have an overseas experience, you need to start planning for your exchange now (October deadline for an exchange in semester 2 of the following year) **</i>	
BISM1201      Transforming Business with Information Systems	2
FINM1416^      Introduction to Financial Management	2
LAWS1100*      Business Law	2
MKTG1501      Foundations of Marketing	2
<b>YEAR TWO</b>	
Semester 1	
MGTS2604      Introduction to Human Resource Management	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2 <i>Recommended exchange semester</i>	
MGTS2607      Employee Relations and HR Practice	2
MGTS2609      Building the Future Workforce	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>YEAR THREE</b>	
Semester 1	
MGTS3601      Organisational Design & Change Management	2
MGTS3604      Developing Human Capital	2
MGTS3607      Managing Performance	2
Second Major OR General Elective	2
Semester 2	
MGTS3603      Strategic Human Resource Management	2
MGTS3609      People Analytics: Theory, Strategy & Practical Application	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>Total Units</b>	<b>48</b>

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## STUDY PLAN

### BACHELOR OF BUSINESS MANAGEMENT

#### INNOVATION AND ENTREPRENEURSHIP MAJOR

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Courses	Units
<b>YEAR ONE</b>	
Semester 1 <i>It is <b>not</b> possible to study more than 8 units (4 courses) in your first semester of study</i>	
ACCT1101      Accounting for Decision Making	2
ECON1011      Economics for Business	2
MGTS1301      Introduction to Management	2
MGTS1601      Organisational Behaviour	2
Semester 2	
<i>If you wish to have an overseas experience, you need to start planning for your exchange now (October deadline for an exchange in semester 2 of the following year) **</i>	
BISM1201      Transforming Business with Information Systems	2
FINM1416 <sup>^</sup> Introduction to Financial Management	2
LAWS1100*      Business Law	2
MKTG1501      Foundations of Marketing	2
<b>YEAR TWO</b>	
Semester 1	
TIMS1301      Entrepreneurial Mindset and Ideation	2
TIMS2302      Digital Innovation and Entrepreneurship	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2 <i>Recommended exchange semester</i>	
TIMS2301      Research Trends in Innovation and Entrepreneurship	2
TIMS3309      Technology and Innovation Management	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>YEAR THREE</b>	
Semester 1	
TIMS3302      Entrepreneurial Growth Strategies	2
TIMS3304      Social Entrepreneurship	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2	
TIMS3310      Transformative Innovation for 21 <sup>st</sup> Century Challenges	2
TIMS3311      Innovation and Entrepreneurship in Practice	2
Second Major OR General Elective	2
Second Major OR General Elective	2
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**STUDY PLAN**  
**BACHELOR OF BUSINESS MANAGEMENT**  
**INTERNATIONAL BUSINESS MAJOR**

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Courses	Units
<b>YEAR ONE</b>	
Semester 1 <i>It is <b>not</b> possible to study more than 8 units (4 courses) in your first semester of study</i>	
ACCT1101      Accounting for Decision Making	2
ECON1011      Economics for Business	2
MGTS1301      Introduction to Management	2
MGTS1601      Organisational Behaviour	2
Semester 2	
<i>If you wish to have an overseas experience, you need to start planning for your exchange now (October deadline for an exchange in semester 2 of the following year) **</i>	
BISM1201      Transforming Business with Information Systems	2
FINM1416^      Introduction to Financial Management	2
LAWS1100*      Business Law	2
MKTG1501      Foundations of Marketing	2
<b>YEAR TWO</b>	
Semester 1	
IBUS2301      International Business Management	2
IBUS2302      Globalisation and Business	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2 <i>Recommended exchange semester</i>	
IBUS2309      Understanding Cultures in International Business	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>YEAR THREE</b>	
Semester 1	
IBUS3303      Global Production and Logistics	2
IBUS3306      Managing International Legal Complexity	2
MGTS3301      Global Strategic Management	2
Second Major OR General Elective	2
Semester 2	
IBUS3310      International Business Operations	2
MGTS3606      Global Human Resource Management	2
Second Major OR General Elective	2
Second Major OR General Elective	2
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**STUDY PLAN**  
**BACHELOR OF BUSINESS MANAGEMENT**  
**LEADERSHIP AND MANAGEMENT SCIENCE MAJOR**

You can use this outline to plan your program structure if you are commencing in semester 1

Courses	Units
<b>YEAR ONE</b>	
Semester 1 <i>It is <b>not</b> possible to study more than 8 units (4 courses) in your first semester of study</i>	
ACCT1101      Accounting for Decision Making	2
ECON1011      Economics for Business	2
MGTS1301      Introduction to Management	2
MGTS1601      Organisational Behaviour	2
Semester 2	
<i>If you wish to have an overseas experience, you need to start planning for your exchange now (October deadline for an exchange in semester 2 of the following year) **</i>	
BISM1201      Transforming Business with Information Systems	2
FINM1416^      Introduction to Financial Management	2
LAWS1100*      Business Law	2
MKTG1501      Foundations of Marketing	2
<b>YEAR TWO</b>	
Semester 1	
DECO1100      Design Thinking	2
MGTS2603      Leading & Managing People	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2 <i>Recommended exchange semester</i>	
MGTS2606      Contemporary Business Communication and Organisation	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>YEAR THREE</b>	
Semester 1	
BSAN2201      Principles of Business Analytics	2
ECON2060      Behavioural Economics	2
OR PSYC3052      Judgement & Decision-Making	2
MGTS3605      Business Negotiations in the Global Economy	2
Second Major OR General Elective	2
Semester 2	
MGTS3602      Managing Workplace Conflict and Collaboration	2
MGTS3610      Responsible Management for the Global Economy	2
Second Major OR General Elective	2
Second Major OR General Elective	2
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## STUDY PLAN

### BACHELOR OF BUSINESS MANAGEMENT

#### MARKETING MAJOR

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Courses	Units
<b>YEAR ONE</b>	
Semester 1 <i>It is <b>not</b> possible to study more than 8 units (4 courses) in your first semester of study</i>	
ACCT1101      Accounting for Decision Making	2
ECON1011      Economics for Business	2
MGTS1301      Introduction to Management	2
MGTS1601      Organisational Behaviour	2
Semester 2	
<i>If you wish to have an overseas experience, you need to start planning for your exchange now (October deadline for an exchange in semester 2 of the following year) **</i>	
BISM1201      Transforming Business with Information Systems	2
FINM1416 <sup>^</sup> Introduction to Financial Management	2
LAWS1100*      Business Law	2
MKTG1501      Foundations of Marketing	2
<b>YEAR TWO</b>	
Semester 1	
MKTG2501      Consumer Behaviour	2
MKTG2510      Marketing Intelligence	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2 <i>Recommended exchange semester</i>	
MKTG2508      Brand Management	2
MKTG2509      Service and Relationship Marketing	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>YEAR THREE</b>	
Semester 1	
MKTG3504      Applied Market Research	2
MKTG3506      Digital Marketing and Social Media	2
Second Major OR General Elective	2
Second Major OR General Elective	2
Semester 2	
ADVT3509      Advertising Management	2
MKTG3501      Marketing Strategy	2
Second Major OR General Elective	2
Second Major OR General Elective	2
<b>Total Units</b>	<b>48</b>

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