

FOR STUDENTS COMMENCING TRIMESTER 1 2021

Last updated 09/02/2021

When you first enrol via StudentConnect and go through the enrolment steps, you may be able to simply confirm any units that are pre-populated for you. You can also add any that you need to do, as part of your first year's enrolment – by using the information on this map and in the Handbook.

You must also complete the following compulsory zero (0) credit point units: [MAIO10 Academic Integrity Module](#) (0 credit points)

YEAR 1 Year: 2021	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 2 Year: 2022	Trimester 1				
	Trimester 2				
	Trimester 3				

M788 COURSE RULES

- Must pass 16 credit points for course
- Must pass 1 units in {MAIO10}
- Must pass ALL units in {MMK737, MMK738, MMK739, MMK751, MPA702, MPK701, MPK713, MPK733}
- Must pass 1 units in {MIS770, MIS770A}
- Must pass 1 units in {MPK732, MPT732}
- Must pass 1 credit point in unit set {Specified List}
- Must pass 5 credit points at level {7}

Elective units may be taken as one of the available [Faculty-wide specialisations](#) or postgraduate units offered by the University (subject to eligibility).

FOR USE ONLY WHEN UNDERTAKING A CONSULTATION WITH A STUDENT ADVISER:

Student ID: _____		Name: _____			
Deakin email: _____			Preferred contact no: _____		
Year commenced:	Period commenced:	eCOE (if applicable):	Campus: _____	Mode: _____	
Student adviser: _____				Date: _____	

Notes

GENERAL INFORMATION

This course map is a guide only. You must also ensure you meet the course rules and structure as set out in the official [University Handbook](#) of the year you commenced your course. This course map has been created to be used electronically.

Not all units are available in all study periods or mode of delivery.

- Full time study is typically three to four units (or credit points) each study period.
- Part time study is typically one to two units (or credit points) each study period – part time study will extend the duration of your studies.
- Trimester 3 is typically an optional study period - unless it's your first study period and/or a compulsory study period for your course.

Unit options can be found in the '[Advanced Unit Search](#)' in the most current year's University Handbook.

If you have applied for or received credit for units as recognition of prior learning (RPL), it may alter the units you need to study.

Please seek advice from a Student Adviser in StudentCentral if you have any queries or need help understanding your course structure and unit options.

M788 MASTER OF MARKETING ELECTIVE UNIT SETS

SPECIFIED LIST (EL-M7881044654)
MIS784 Marketing Analytics
MPK704 Sustainable Environmental Marketing
MPK736 International Marketing
MPM705 Retailing
MPT736 International Marketing

Completion Rule

- Must pass 1 credit points in {MIS784, MPK704, MPK736, MPM705, MPT736}

M788 MASTER OF MARKETING SPECIALISATION UNIT SETS

ACADEMIC RESEARCH (SP-MDBS001)
MPP704 Research Project 4

Completion Rule

- Must pass 1 unit(s) in {MPP704}

ACCOUNTING (SP-MDBS002)

[MAA703 Accounting for Management](#)

[MAA705 Corporate Auditing](#)

[MAA716 Financial Accounting](#)

[MAA789 Accounting Systems and Analytics](#)

[MLC703 Principles of Income Tax Law](#)

[MPA701 Accounting](#)

Completion Rule

- Must pass 2 unit(s) in {MAA703, MPA701}
- Must pass 2 unit(s) in {MAA705, MAA716, MAA789, MLC703}

ARTIFICIAL INTELLIGENCE FOR BUSINESS (SP-MDBS018)

[MIS713 Digital Transformation of Supply Chains](#)

[MIS715 Artificial Intelligence for Accounting and Finance](#)

[MIS716 Artificial Intelligence for Business](#)

[MIS784 Marketing Analytics](#)

Completion Rule

- Must pass 4 unit(s) in {MIS713, MIS715, MIS716, MIS784}

Note(s)

FROM TRIMESTER 2 2021: This faculty wide specialisation has been amended, please refer to the [handbook](#) for updated units and completion rules.

ARTS AND CULTURAL INDUSTRIES (SP-MDBS003)

[ACA715 Creating Your Arts Business](#)

[MMK792 Arts Marketing](#)

[MMM790 Arts Management](#)

[MMM793 Managing Cultural Projects and Events](#)

[MMM796 Managing Arts in Community Settings](#)

[MMM799 Arts Fundraising and Sponsorship](#)

Completion Rule

- Must pass 2 unit(s) in {ACA715, MMM793, MMM796, MMM799}
- Must pass 2 unit(s) in {MMK792, MMM790}

BUSINESS ANALYTICS (SP-MDBS004)

[MIS770 Foundation Skills in Data Analysis](#)

MIS770A Foundation Skills in Data Analysis

MIS771 Descriptive Analytics and Visualisation

MIS772 Predictive Analytics

MIS775 Decision Modelling for Business Analytics

MIS784 Marketing Analytics

Completion Rule

- Must pass 2 unit(s) in {MIS770, MIS770A, MIS775, MIS784}
- Must pass 2 unit(s) in {MIS771, MIS772}

CYBERLAW (SP-MDBS006)

MLM704 Foundations of Law

MLM735 Data Law, Policy and Cybercrime

SIT719 Analytics for Security and Privacy

SIT763 Cyber Security Management

Completion Rule

- Must pass 4 unit(s) in {MLM704, MLM735, SIT719, SIT763}

DIGITAL TRANSFORMATION (SP-MDBS007)

MIS712 Managing Digital Transformation

MIS741 Ethics of Digital Transformation

MIS776 Design Thinking for Innovation

MIS782 Value of Information

Completion Rule

- Must pass 4 unit(s) in {MIS712, MIS741, MIS776, MIS782}

EVENT MANAGEMENT (SP-MDBS020)

ACG708 Design Thinking and Problem Solving

MIS776 Design Thinking for Innovation

MIS798 Project Management

MMK751 Services Marketing

MMM793 Managing Cultural Projects and Events

Completion Rule

- Must pass 3 unit(s) in {MIS798, MMK751, MMM793}
- Must pass 1 credit points in {ACG708, MIS776}

FINANCE (SP-MDBS009)

[MAF702 Financial Markets](#)

[MAF703 Applied Corporate Finance](#)

[MAF707 Investments and Portfolio Management](#)

[MAF716 Introduction to Fintech](#)

[MAF767 Treasury Dealing](#)

[MPF753 Finance](#)

Completion Rule

- Must pass 4 credit points in {MAF702, MAF703, MAF707, MAF716, MAF767, MPF753}

FINANCIAL PLANNING (SP-MDBS010)

[MAA728 Financial Behaviour and Decision Making](#)

[MAA745 Financial Planning and Economic Fundamentals](#)

[MAA769 Ethics for Financial Services](#)

[MAI728 Financial Behaviour and Decision Making \(Intensive\)](#)

[MAI769 Ethics for Financial Services \(Intensive\)](#)

[MLC703 Principles of Income Tax Law](#)

[MLC707 Business Law](#)

[MLC714 Financial Advice Regulation](#)

[MLI714 Financial Advice Regulation \(Intensive\)](#)

Completion Rule

- Must pass 3 credit points in {MAA728, MAA769, MAI728, MAI769, MLC714, MLI714}
- Must pass 1 credit points in {MAA745, MLC703, MLC707}

HUMAN RESOURCE MANAGEMENT (SP-MDBS011)

[MMH701 Human Resource Strategy](#)

[MMH702 Strategic Staffing](#)

[MMH704 Performance Management and Reward](#)

[MMH709 Employment Relations for Organisational Effectiveness](#)

Completion Rule

- Must pass 4 credit points in {MMH701, MMH702, MMH704, MMH709}

INFORMATION SYSTEMS (SP-MDBS012)

MIS701 Business Requirements Analysis

MIS761 Enterprise Information Management and Security

MIS770 Foundation Skills in Data Analysis

MIS770A Foundation Skills in Data Analysis

MIS782 Value of Information

Completion Rule

- Must pass 3 credit points in {MIS701, MIS761, MIS782}
- Must pass 1 credit points in {MIS770, MIS770A}

INTERNATIONAL TRADE AND BUSINESS (SP-MDBS013)

MBA703 The Economic Environment

MBT703 The Economic Environment (Tour)

MPE707 International Banking and Finance

MPE711 Global Trade and Markets

MPE781 Economics for Managers

MPK736 International Marketing

MPM735 International Business Management

MPT735 International Business Management (Tour)

MPT736 International Marketing

MPT781 Economics for Managers (Study Tour)

Completion Rule

- Must pass 1 credit points in {MBA703, MBT703, MPE781, MPT781}
- Must pass 2 credit points in {MPE707, MPE711}
- Must pass 1 credit points in {MPK736, MPM735, MPT735, MPT736}

MANAGEMENT CONSULTING (SP-MDBS005)

MIS798 Project Management

MMH707 Organisational Development and Change

MPM712 Managing Innovation

MPM715 Management and Organisational Consulting

MPT712 Managing Innovation (Tour)

Completion Rule

- Must pass 4 unit(s) in {MIS798, MMH707, MPM712, MPM715, MPT712}

PROJECT MANAGEMENT (SP-MDBS016)

[MIS776 Design Thinking for Innovation](#)

[MIS778 Agile Project Management](#)

[MIS798 Project Management](#)

[MMH707 Organisational Development and Change](#)

Completion Rule

- Must pass all unit(s) in {MIS776, MIS778, MIS798, MMH707}

PROPERTY AND REAL ESTATE (SP-MDBS017)

[MMP713 Property and Real Estate Context](#)

[MMP731 Management of Real Estate](#)

[MMP732 Property Development](#)

[MMP742 Investment Valuation](#)

Completion Rule

- Must pass 4 unit(s) in {MMP713, MMP731, MMP732, MMP742}

PUBLIC SECTOR STUDIES (SP-MDBS019)

[AIP704 Making Policy](#)

[AIP740 Policy Lessons From Overseas](#)

[AIP748 Intergovernmental Relations](#)

[AIP773 Governance and Accountability](#)

[AIP780 Governing the Economy](#)

[AIP785 Political Competition](#)

Completion Rule

- Must pass 4 credit points in {AIP704, AIP740, AIP748, AIP773, AIP780, AIP785}

SUPPLY CHAIN MANAGEMENT (SP-MDBS008)

[MIS712 Managing Digital Transformation](#)

[MIS713 Digital Transformation of Supply Chains](#)

[MIS775 Decision Modelling for Business Analytics](#)

[MPM792 Operations Management](#)

Completion Rule

- Must pass 4 credit points in {MIS712, MIS713, MIS775, MPM792}