

Diploma of Business Course code: X089

Course Outline – Trimester 3, 2023

Campus	Melbourne Burwood Campus
Intake	March, June, October
CRICOS	063386M
Course Duration	The duration of the Diploma course is three trimesters (12 months). There is an option, however, to fast track the course and complete it in two trimesters (8 months).
Modes of Delivery	<p>On Campus: (International and Domestic Students) Generally, four hours of class contact per week are allocated to each unit.</p> <p>Online: (Domestic Students Only) Weekly self-directed study + one hour of scheduled contact per week administered online (Zoom/MSTeams)</p>
Study Load	<p>If you are a domestic student, you can enrol in 1 to 4 units, also known as modules (25% - 100% study load) each trimester. If you are seeking Centrelink assistance, you must enrol in 3 or 4 units.</p> <p>If you are an international student, we recommend you enrol in 3 or 4 units, also known as modules (75% - 100% study load) per trimester in order to meet progression requirements to Deakin University, as outlined in your offer letter.</p>
Assessment	<p>Assessment for all units is ongoing and continuous consisting of tests, assignments and case study analysis. Most units have a final two-hour examination.</p> <p>Both on campus and online students are expected to complete assessments as per the scheduled dates provided in Unit Outlines and/or the exam timetable.</p>
Course Structure	Complete and pass 8 units plus the zero credit MAI010 Academic Integrity Module
Units	<ul style="list-style-type: none"> • MAA104 Financial Literacy • MMK101 Marketing Fundamentals * must also complete MAI010 • MMM132 Management • MAE101 Economic Principles • MIS203 Managing Information in the Digital Age • MMM267 Business Logistics • MMM111 Managing Self and Influencing Others (<i>Can only be taken in second trimester of study</i>) • MMM241 Entrepreneurship and Innovation (<i>Can only be taken in second trimester of study</i>) • MAI010 Academic Integrity Module ** required unit (0 credit point) must be completed with MMK101. This is an online lesson plus an online quiz (approximately 3 hours in duration).
Transfer to Deakin University	<p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> • You must complete and pass eight Deakin College Diploma of Business units. • You must achieve the required Weighted Average Mark (WAM) for your Deakin College diploma taking into account all units attempted at Deakin College (required WAMs are included under the Deakin University degree below).

Unit Availability - Diploma of Business

Unit	Trimester 3 2023	Trimester 1 2024	Trimester 2 2024
MAA104 Financial Literacy	✓	✓	✓
MMK101 Marketing Fundamentals	✓	✓	✓
MAE101 Economic Principles	✓	✓	✓
MMM267 Business Logistics	✓	✓	✓
MMM132 Management	✓	✓	✓
MMM111 Managing Self an Influencing Others <i>(Can only be taken in second trimester of study)</i>	✓	✓	✓
MIS203 Managing Information in the Digital Age	✓	✓	✓
MMM241 Entrepreneurship and Innovation <i>(Can only be taken in second or third trimester of study)</i>	✓	✓	✓
MAI010 Academic Integrity Module <i>(Required 0 credit point module must be completed with MMK101)</i>	✓	✓	✓

Transfer to Deakin University

The following transfer criteria apply:

- You must complete and pass all eight (8) Deakin College Diploma of Business units
- You must achieve the required Weighted Average Mark (WAM) for your Deakin College Diploma
- The average includes ALL units attempted at Deakin College

Diploma of Business WAM required for Deakin University Bachelor Degrees are:

- 50% for all students, all campuses (excluding Bachelor of Laws)
- 70% Bachelor of Laws, all campuses

When I transfer to Deakin University I want to study

Destination degree at Deakin University	Number of credits granted for completion of Diploma	WAM requirement (all students and study modes)	Minimum duration required to complete the degree at Deakin (equivalent Full Time)
M325 Bachelor of Business	8 credits	50	2 years
M300 Bachelor of Commerce	8 credits	50	2 years
M391 Bachelor of Business (Sport Management)	8 credits	50	2 years
M340 Bachelor of Business Analytics	8 credits	50	2 years
M348 Bachelor of Property and Real Estate	8 credits	50	2 years
M312 Bachelor of Laws	8 credits	70	3 years

- ❖ **Bachelor of Business (B, WF ~, C, T1, T2) (B, C, T3 for domestic students only) ^**
- ❖ Bachelor of Commerce (B, WF, C - T1, T2, T3) ^
- ❖ Bachelor of Business (Sport Management) (B, C, T1, T2, T3) ^
- ❖ Bachelor of Business Analytics (B, C, T1, T2) ^
- ❖ Bachelor of Property and Real Estate (B, C, T1, T2, T3) ^*
- ❖ Bachelor of Laws (B, WF, C, T1) (B, C, T2) ^

Bachelor of Business majors offered at Deakin University include:

- Business and Digital Communications (B, WF, C) ● Entrepreneurship and Innovation (B, C)
- Event Management (B, C) ● Organisational Psychology (B, WF~, C) ● People Management (B, WF, C)
- Project Management (B, C) ● Retail and Supply Chain Management (B, C) ● Recruitment and Talent Acquisition (B, WF, C) ● Sustainability and Development (B, WF, C)

Minors

Students have the option to complete up to two minor sequences.

^ **Note:** Students may be required to undertake further level 1 units upon transfer to Deakin University.

* **Note:** Students choosing a specific major may have to undertake additional units.

~ **Note:** Waterfront (Geelong) students will undertake some units of study at Waurin Ponds (Geelong).

Deakin University Campuses and Trimester codes

- B** Melbourne Burwood Campus
- WF** Geelong Waterfront Campus
- WP** Geelong Waurin Ponds
- C** Cloud Campus – offered to domestic students only
- T1** Trimester 1 entry
- T2** Trimester 2 entry
- T3** Trimester 3 entry

NOTE: For Australian students entry is for T1 only. T2 entry is subject to availability of places. Some courses do not offer all subjects in all Trimesters

CRICOS Codes: Bachelor of Business 095262C, Bachelor of Commerce 001838A, Bachelor of Business (Sport Management) 072593G, Bachelor of Business Analytics 098469G, Bachelor of Property and Real Estate 060343B, Bachelor of Laws 026686F

Diploma of Business Course Maps

Fast Track (Completing In 8 months/2 trimesters)					
1st Trimester	CORE MAA104 Financial Literacy	CORE MAE101 Economic Principles	CORE MMK101 Marketing Fundamentals	CORE MMM267 Business Logistics	MAI010 Academic Integrity Module (required unit, 0 credit point)
2nd Trimester	CORE MIS203 Managing Information in the Digital Age	CORE MMM241 Entrepreneurship and Innovation	CORE MMM132 Management	CORE MMM111 Managing Self and Influencing Others	

Normal Track (Completing course in 12 months/3 Trimesters) * Recommended Track					
1st Trimester	CORE MAA104 Financial Literacy	CORE MAE101 Economic Principles	CORE MMK101 Marketing Fundamentals	MAI010 Academic Integrity Module (required unit, 0 credit point)	
2nd Trimester	CORE MMM111 Managing Self and Influencing Others	CORE MMM132 Management	CORE MMM267 Business Logistics		
3rd Trimester	CORE MMM241 Entrepreneurship and Innovation	CORE MIS203 Managing Information in the Digital Age			

Unit Outlines

PLEASE ENSURE THAT YOU CHECK THE CURRENT TRIMESTER UNIT OUTLINES FOR ANY CONTENT AND ASSESSMENT UPDATES AT THE COMMENCEMENT OF THE TRIMESTER.

MAA104 Financial Literacy

The unit provides a foundation in financial literacy that will assist you to reflect on matters of finance that influence your personal investment decisions and risk profile, and evaluate alternatives that impact financial, resourcing and investment decisions in business.

Assessment: 60% internal assessment, 40% final examination

MAE101 Economic Principles

This unit addresses the theory of competitive markets, and the need for and effects of government intervention. This includes a consideration of the nature of economics, consumer behaviour and market demand, the firm – its technology and costs, market structures, markets for input, public goods and externalities. This unit also provides the microeconomic framework required to develop an appreciation and understanding of the pricing and output by firms and their implications for economic efficiency.

Assessment: 50% internal assessment, 50% final examination

MMM267 Business Logistics

The unit aims to show how manufacturing and service companies compete and what makes them effective and efficient. Topics include: product/service design; value chains; supply chains; operations strategy; materials management; production planning; and control and quality.

Assessment: 60% internal assessment, 40% final examination

MIS203 Managing Information in the Digital Age

Our world is now a world of information. On the one hand this makes many things easier, fun or even possible but on the other it can cause us to be overloaded with information and distracted by our constant connections. In this unit we look at how we might manage better and use information and connections in business, at work and in everyday life.

The unit begins by considering the changes that the digital world has made to our lives and how we live in a world immersed in information and social media. We then look at how we can search and analyse information and utilise social media for business, learning and collaboration. We then look at how information can be used to assist people but also to monitor and manage people at work and at home. Finally, we consider how to use ICT in a more secure manner.

Assessment: 60% internal assessment, 40% final examination

MMK101 Marketing Fundamentals

Marketing focuses on the creativity involved in the marketing process, ranging from understanding consumer needs to designing customer-driven integrated marketing strategies using the marketing mix as well as creating value for end users and business customers. It is the intention to build the knowledge on the marketing planning process and how this is successfully implemented in market and computer-oriented organisations that include profit-oriented companies, government and the not-for-profit sector.

Assessment: 60% internal assessment, 40% final examination

MMM111 Managing Self and Influencing Others

This unit provides students with the necessary tools to develop and improve their intrapersonal skills. Students will also undertake a reflective practice of reviewing their own intrapersonal skills with a view to developing a self-diagnosed strategy where improvement is desired. Intrapersonal skills provide the foundation for effective communication and active collaboration as they focus on understanding the capabilities of you as the individual, as well as how and what sort of strategies should be employed for improvement.

Assessment: 100% internal assessment

MMM132 Management

The aim of this unit is to provide students with a critical understanding of the intellectual foundations of the study of management. The unit will provide the opportunity to analyse how the solutions to management 'problems' have developed under different conditions throughout the nineteenth and twentieth century. The unit also explores how management practice influences, and is influenced by, the external environment. This will involve examining how managerial action impacts on and is shaped by the environment, through a consideration of, ethics, social responsibility, and the social and cultural context of management.

Assessment: 60% internal assessment, 40% final examination

MMM241 Entrepreneurship and Innovation

This unit provides students with an understanding of the dynamic nature of entrepreneurship including the challenges and opportunities that are experienced by entrepreneurs. An introduction to a range of processes and strategies will help students develop the necessary tools for identifying, creating and evaluating opportunities across the private, public and non-profit sectors. The unit design allows students to enhance and apply their knowledge towards the creation of positive social or environmental change.

Assessment: 100% internal assessment

MAI010 Academic Integrity Module

The Academic Integrity Unit is a compulsory zero credit point unit in all Faculty of Business and Law courses. The unit learning and assessment activities provide students with guidance on what constitutes academic integrity. It will allow students to develop knowledge, skills and good practice principles to avoid plagiarism and collusion and thereby maintain academic integrity.

This unit consists of approximately 3 hours of online learning experiences delivered through Moodle. There are no classroom or scheduled learning activities. Students undertake independent learning activities at their own pace.

Assessment: 100% (Individual) - Online multiple choice questions test