

# Diploma of Business Course code: X089

## Course Outline – Trimester 2, 2024

<b>Campus</b>	Melbourne Burwood Campus
<b>Intake</b>	March, June, October
<b>CRICOS</b>	063386M
<b>Course Duration</b>	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).
<b>Modes of Delivery</b>	<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>
<b>Study Load</b>	<p><b>If you are a domestic student, you can enrol in 1 to 4 units</b>, 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><b>If you are an international student, we recommend you enrol in 3 or 4 units</b>, 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>
<b>Assessment</b>	<p>Assessment for all units is ongoing and continuous consisting of tests, assignments and case study analysis. Some 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>
<b>Course Structure</b>	Complete and pass 8 units plus the zero credit DAI001 Academic Integrity Module
<b>Units</b>	<ul style="list-style-type: none"> <li>• MAA104 Financial Literacy</li> <li>• MMK101 Marketing Fundamentals</li> <li>• MMM132 Management</li> <li>• MAE101 Economic Principles</li> <li>• MIS203 Managing Information in the Digital Age (<i>Can only be taken in second trimester of study</i>)</li> <li>• MMM267 Business Logistics</li> <li>• MMM111 Managing Self and Influencing Others (<i>Can only be taken in second trimester of study</i>)</li> <li>• MMM241 Entrepreneurship and Innovation (<i>Can only be taken in second trimester of study</i>)</li> <li>• DAI001 Academic Integrity Module (required 0 credit point module). This is an online lesson plus an online quiz (approximately 3 hours in duration).</li> </ul>
<b>Transfer to Deakin University</b>	<p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> <li>• You must complete and pass eight Deakin College Diploma of Business units.</li> <li>• 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).</li> </ul>

## Unit Availability - Diploma of Business

Unit	Trimester 2 2024	Trimester 3 2024	Trimester 1 2025
<b>MAA104</b> Financial Literacy	✓	✓	✓
<b>MMK101</b> Marketing Fundamentals	✓	✓	✓
<b>MAE101</b> Economic Principles	✓	✓	Not Offered
<b>MAE120</b> Money, Growth & the Economy <i>(This unit will replace MAE101 in T1 2025)</i>	Not Offered	Not Offered	✓
<b>MMM267</b> Business Logistics	✓	✓	✓
<b>MMM132</b> Management	✓	✓	✓
<b>MMM111</b> Managing Self an Influencing Others <i>(Can only be taken in second trimester of study)</i>	✓	✓	✓
<b>MIS203</b> Managing Information in the Digital Age	✓	✓	✓
<b>MMM241</b> Entrepreneurship and Innovation <i>(Can only be taken in second or third trimester of study)</i>	✓	✓	✓
<b>DAI001</b> Academic Integrity Module <i>(Required 0 credit point module)</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)
<b>M325 Bachelor of Business</b>	8 credits	50	2 years
<b>M300 Bachelor of Commerce</b>	8 credits	50	2 years
<b>M391 Bachelor of Business (Sport Management)</b>	8 credits	50	2 years
<b>M340 Bachelor of Business Analytics</b>	8 credits	50	2 years
<b>M348 Bachelor of Property and Real Estate</b>	8 credits	50	2 years
<b>M312 Bachelor of Laws</b>	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) (B, C – T3 for international students only) ^**
- ❖ **Bachelor of Business (Sport Management) (B, C - T1, T2, T3) (C - T3 for international students only) ^**
- ❖ **Bachelor of Business Analytics (B, C - T1, T2) ^**
- ❖ **Bachelor of Property and Real Estate (B, C - T1, T2, T3) (C - T3 for international students only) ^\***
- ❖ **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, 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 Waurn Ponds (Geelong).

### Deakin University Campuses and Trimester codes

**B** Melbourne Burwood Campus

**WF** Geelong Waterfront Campus

**WP** Geelong Waurn 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

<b>Fast Track (Completing In 8 months/2 trimesters)</b>					
<b>1st Trimester</b>	<b>CORE MAA104</b> Financial Literacy	<b>CORE MAE101</b> Economic Principles	<b>CORE MMK101</b> Marketing Fundamentals	<b>CORE MMM267</b> Business Logistics	<b>DAI001</b> Academic Integrity Module (required unit, 0 credit point)
<b>2nd Trimester</b>	<b>CORE MMM132</b> Management	<b>CORE MMM111</b> Managing Self and Influencing Others	<b>CORE MIS203</b> Managing Information in the Digital Age	<b>CORE MMM241</b> Entrepreneurship and Innovation	

<b>Normal Track (Completing course in 12 months/3 Trimesters) * Recommended Track</b>				
<b>1st Trimester</b>	<b>CORE MAA104</b> Financial Literacy	<b>CORE MAE101</b> Economic Principles	<b>CORE MMK101</b> Marketing Fundamentals	<b>DAI001</b> Academic Integrity Module (required unit, 0 credit point)
<b>2nd Trimester</b>	<b>CORE MMM267</b> Business Logistics	<b>CORE MMM132</b> Management	<b>CORE MMM111</b> Managing Self and Influencing Others	
<b>3rd Trimester</b>	<b>CORE MIS203</b> Managing Information in the Digital Age	<b>CORE MMM241</b> Entrepreneurship and Innovation		

## 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% supervised 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: 100% internal assessment*

### 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: 100% internal assessment***

## **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***

## **DAI001 Academic Integrity Module**

The Academic Integrity Module is a compulsory zero credit point module in all Deakin University courses. The module's learning and assessment activities allow students to develop knowledge, skills and good practice principles to understand the importance of maintaining academic integrity in their studies and career and to avoid breaching academic integrity standards.

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

To be eligible to obtain a pass in this module, students must achieve a minimum mark of 85% on the quiz. Students are allowed unlimited attempts of the quiz until the end of week 12.

***Assessment: 100% (Individual) - Online multiple choice quiz.***