

<b>Student Name:</b>		<b>ID Number:</b>	
<b>Program Code: DMIN</b>	<b>Total Courses: 16</b>	<b>Total Units: 72</b>	

Study Plan created by	Name:	Date:
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Area/ Catalogue	Course Name	Previous Course	Pre Req	SP 2025	When To Enrol
MARK 5025	Marketing Management			2/5	SP2 2025
ACCT 5011	Accounting for Management M			2/5	SP2 2025
ECON 5020	Economic Principles for Business			2/5	SP2 2025
BUSS 5300	Global Business Environment			2/5	SP2 2025
BUSS 5302	Managing the Global Workforce			2/5	SP5 2025
BUSS 5114	People, Leadership and Performance			2/5	SP5 2025
INFS 5130	Fundamentals of Data Analytics for Business	Issues in International Trade		2/5	SP5 2025
MARK 5032	Buyer Behaviour Insights		MARK 5025 or Co-req	2	SP2 2026
MARK 5031	Brand Management			2	SP2 2026
MARK 5033	Marketing Strategy and Planning		MARK 5025	2	SP2 2026
MARK 5064	Advanced Marketing Analytics		Co-req MARK 5025	5	SP5 2025
	Specialisation Elective *Note 1* -				SP2 2026
	Specialisation Elective *Note 1* -				SP5 2026
	General Business Elective *Note2*				SP5 2026
BUSS 5434 OR BUSS 5396	Professional Consulting Project OR Business Practicum G		36 Units OR 36 Units + GPA 4.5	2/5 2/4/5	SP5 2026
BUSS 5034	International Business: Strategy and Ethics		MARK 5025, ACCT 5011, BUSS 5300	2/5	SP5 2026

Additional Comments:
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#### Specialisation Electives

Course Code	Course Name	Prerequisites	SP 2025	Advanced course
MARK 5024	Advertising: Theory and Practice	Co-req: MARK 5025	5	Yes
MARK 5079	Advertising: Planning and Buying Media	MARK 5025	2	Yes
MARK 5080	eMarketing	MARK 5025	2	Yes
BUSS 5380	Global Marketing	Co-req MARK 5025	5	Yes

	CORE
	MAJOR
	ELECTIVE

All courses 4.5 units unless otherwise noted

\*\*\*Please note that UniSA has 7 study periods each calendar year with Study Periods 1, 2 and 3 being the first half of the year (commonly known as semester 1) and Study Periods 4, 5, 6 and 7 being the second half of the year (commonly known as semester 2). (Study Period 7 courses can be scheduled anytime from November to February of the following year)\*\*

The study plan above is a **guide** for this year **only** of your study with UniSA. You will be required to select and enrol in your courses each year based on your progress through your program.

Should you have less than 13.5 units to complete in any half year your enrolment will be considered to be part time for that half year and this will be noted on your record and included on your completion letter.

This Study Plan is based on UniSA's current program structure. UniSA reserves the right to vary the program structure and/or courses. Should this occur, a new Study Plan will be established and the amount of credit granted may vary.

#### Rules:

1. Students, who have taken, for another award, a course which is substantially equivalent to a course from the program schedule, may be granted up to one third of the program in credit or may substitute a course of equal standing and unit's value, with the approval of the Program Director. Credit will only be granted for courses undertaken at postgraduate level in a qualification that has not been used as the basis for Advanced Standing.
2. The Program Director may approve variations to the program of studies for a student by substituting courses from the program schedule with courses from other graduate level programs in this or another university.
3. Applicants who have completed a bachelor degree in a business discipline or who hold a bachelor degree which includes a major in business, commerce, marketing or management or applicants who have completed a graduate certificate in a business discipline are eligible to enter the program with 0.5 EFTSL (18 units) Advanced Standing in lieu of these courses and complete the program in 1.5 years of full time study or equivalent part time study.
4. BUSS 5034 is a capstone course and should be completed at the end of the program.
5. Students enrolled in the International Master of Business Administration are eligible to transfer into Master of Management or any of the Master of Management specialisations after a semester of study.

#### Notes:

1. Specialisation Electives to be selected from the [specialisation elective list](#) or may be used to complete an international exchange, internship or UniSA Business electives approved by the Program Director.
2. An elective may be selected from the list of Business Electives or additional Specialisation Electives or as approved by the Program Director.
3. Students who receive Advanced Standing in this program who have not already successfully completed MARK 5025 are advised to undertake this course in place of one of their Marketing or Business Electives prior to undertaking any of their Marketing Specialisation courses

#### How did we do today?

Complete our [Business Student Hub Survey](#) to let us know.  
Survey responses are completely confidential.

<https://i.unisa.edu.au/students/business/support/hub/>  
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