

The Business Management Major is for students who want to focus on developing the generalist management skills now in demand by organisations restructuring to deliver increased productivity and flexibility.

## Introduction

The Business Management Major is designed to meet this demand by including units from key areas related to modern commercial and business needs.

### Year 1

#### Semester 1

BMA101 Introduction to Management (S2 also)  
BEA110 Economics for Business  
BFA103 Accounting & Financial Decision-Making  
BSA101 Business Information Systems (S2 also)

#### Semester 2

BMA121 Management of Human Resources<sup>1</sup>  
BEA140 Quantitative Methods  
BFA141 Commercial Transactions  
1 x Elective (other Major)

### Year 2

#### Semester 1

BMA201 Organisational Behaviour<sup>2</sup>  
BMA211 Business Communication  
2 x Electives (other Major)

#### Semester 2

BMA251 Principles of Marketing  
BFA1/281 Financial Management  
2 x Electives (other Major)

### Year 3

#### Semester 1

BFA241 Corporate Regulation and Accountability  
1 x Nominated Elective<sup>4</sup>  
2 x Electives (other Major)

#### Semester 2

BMA302 Strategic Management<sup>3</sup>  
1 x Nominated Elective<sup>4</sup>  
2 x Electives (other Major)

## Notes

- 1 Students must have successfully completed BMA1/221 Management of HR to satisfy the requirements of the Business Management Major.
- 2 Students must have successfully completed BMA101 to enrol in BMA201 Organisational Behaviour.
- 3 Students must have successfully completed 4 x BMA2/300 level units to enrol in BMA302.
- 4 Students must complete at least one nominated elective chosen from each group to satisfy the requirements of the Business Management Major.

## Group A

### Semester 1

BMA255 Marketing Communications  
BMA258 Services Marketing  
BMA204 Foundations of Entrepreneurship

### Semester 2

BMA252 Consumer Behaviour  
BMA109 Tourism Marketing  
BMA2/382 International Marketing

### Semester 1 or 2

BAA322 Corporate Internship

## Group B

### Semester 1

BMA2/324 HR Development  
BMA381 International HR  
BMA2/325 HRM in Service Industries

### Semester 2

BMA241 Workplace Relations  
BMA330 Strategic Issues in HRM  
BMA2/391 Managerial Social Responsibility

### Semester 1 or 2

BAA322 Corporate Internship

## Careers

The Business Management Major is ideal for people wishing to own or manage a small business, those wishing to enter management trainee positions with larger enterprises, and for middle or senior managers who wish to progress their careers. The Business Management Major is also suitable for those students wishing to complement a specialist major such as HRM or Marketing.

## Location

Hobart and Launceston