

Bachelor of Applied Management

Major: Retail Management

Suggested Study Plan

360 credits

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|----------------|--|----------------|--|
| Name: | | | |
| Student ID: | | Email address: | |
| Date Enrolled: | | Phone Number: | |

- Key**
- Year 1* Year 1 modules do not need to be taken in the order shown here. They can be taken in any order.
 - Compulsory Modules
 - Compulsory modules for Retail Management
 - Elective module choices for students completing a single major

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|----------------|---|--|--|---------------------------------------|--|------------------------------------|--|--|
| Year 1* | BIBM500 Intro. To Accounting | BIBM550 Intro. To Marketing | BIBM571 Management | BIBM570 Professional Communication | BIBM521 Commercial Law | BIBM572 Economics | BIBM577 People and Change | BIBM575 Business Heritage, Culture & Sustainability |
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| Year 2 | One of the following: BIBM652 Services Marketing Mgmt | BIBM653 Marketing Development & Sales | BIBM654 Consumer Behaviour | Elective Can be level 5, 6 or 7 | BIBM671 Applied Management | Elective Can be level 5, 6 or 7 | Elective Can be level 5, 6 or 7 | Elective Can be level 5, 6 or 7 |
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| Year 3 | BIBM688 Research Methodology | BIBM758 Retail Marketing | BIBM754 Retailing Enterprise & Management | Elective Can be level 5, 6 or 7 | BIBM793 Applied Practice (30 Credits) | | BIBM794 Applied Research (30 Credits) | |
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Recommended electives:

- BIBM676 Leadership
- BIBM681 Human Resource Management
- BIBM775 Business and Society

BBSD611 AIS

BBSD631 Principles of Managerial Finance

Bibm676 Leadership