

BBC CURRICULUM

CRICOS Provider Code: 03335G | CRICOS Course (BBC) Code: 086178G

YEAR 1

NATURE OF SUBJECTS	CODE	UNIT	CREDIT	PRE-REQUISITES OR CO-REQUISITES
SEMESTER 1				
Core	BBC MGT 101	Principles of Management	3	Nil
Core	BBC ECO 101	Macro Economics	3	Nil
Core	BBC LIB 101	World Cultures	3	Nil
Core	BBC ITM 101	Mathematics & Computer Skills	3	Nil
Core	BBC LIB 102	Business English Writing	3	Nil
Total Semester 1 Credits			15	

SEMESTER 2				
Core	BBC ECO 102	Microeconomics	3	Nil
Core	BBC LIB 103	Sustainability & Corporate Social Responsibility	3	Nil
Core	BBC MKT 101	Marketing	3	Nil
Core	BBC LIB 104	Business Oral Communication	3	Nil
Core	BBC PRO 101	Regional Immersion Project (RIP)	3	Business English Writing
Total Semester 2 Credits			15	

YEAR 2

SEMESTER 3				
Core	BBC COM 201	Advanced Business Writing	3	Business English Writing
Core	BBC MKT 202	Advertising	3	Business English Writing
Core	BBC COM 202	Corporate Communications	3	Nil
Core	BBC MED 201	Media and Society	3	Nil
Core	BBC ACC 201	Financial Accounting	3	Nil
Total Semester 3 Credits			15	

SEMESTER 4				
Core	BBC MED 202	Business of Media	3	Nil
Core	BBC MED 203	Journalism	3	Advanced Business Writing
Core	BBC MED 204	Digital Media	3	Marketing
Core	BBC COM 203	Communication Research	3	Regional Immersion Project (RIP)
Core	BBC ORG 201	Organisational Behaviour	3	Nil
Total Semester 4 Credits			15	

YEAR 3

NATURE OF SUBJECTS	CODE	UNIT	CREDIT	PRE-REQUISITES OR CO-REQUISITES
SEMESTER 5				
Elective	BBC COM 304	Intercultural Communications	3	World Cultures
Elective	BBC COM 305	Public Relations	3	Corporate Communications
Elective	BBC COM 306	Visual Communications	3	Nil
Elective	BBC COM 307	Professional Communication Practices	3	Corporate Communications
Elective	BBC MED 305	Social Media	3	Journalism
Total Semester 5 Credits			*12	

SEMESTER 6				
Core	BBC MED 306	Media Ethics	3	Media and Society
Elective	BBC MKT 303	Integrated Marketing Communications	3	Marketing
Elective	BBC COM 308	Crisis Communications	3	Public Relations
Core	BBC CPP 301	Capstone Project	6	Communication Research
Total Semester 6 Credits			**12	

TOTAL CREDITS

84

Note:

*In Semester 5, students need to select 4 out of 5 subjects

**In Semester 6, students need to select 1 out of 2 subjects and the compulsory Capstone Project