

**Bachelor of Applied Management**  
**Suggested Study Plan**

**Major: Retail Management**  
**360 credits**

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

- Key**
- Year 1\*
  - Compulsory Modules
  - Compulsory modules for Retail Management
  - Elective module choices for students completing a single major

<b>Year 1*</b>	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
<b>Year 2</b>	<b>One of the following:</b> BIBM652 Services Marketing Mgmt BIBM685 E-Commerce	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
<b>Year 3</b>	BIBM688 Research Methodology	BIBM758 Retail Marketing	BIBM754 Retailing Enterprise & Management	Elective Can be level 5, 6 or 7	BIBM779 Cooperative Education Project (equivalent to four modules – 60credits)			

**Recommended electives:**

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