



UNIVERSITY
OF WOLLONGONG
AUSTRALIA

**Credit Transfer Arrangement between
Vijaybhoomi University (VU), India
and
University of Wollongong (UOW), Australia**

Institution Course eligible for Credit Transfer:	Bachelor of Business Administration, Vijaybhoomi University, India
Program Year Cohort:	2019
Minimum Grade Required (for Maximum Credit Transfer):	Minimum 'C' Grade Average
Maximum Credit Exemption:	1.5 Years (12 subjects / 72 credit points)
Completion of Institution Course Required:	No – 35 subjects, please see below for more information

SUMMARY OF COURSE DURATION AT THE UNIVERSITY OF WOLLONGONG IF MAXIMUM EXEMPTION GRANTED:

UOW Course	Major	Course Duration	Session of Entry	Years to Complete (After Maximum Exemption)
Bachelor of Business	Marketing	3 years	Autumn or Spring	1.5 years (72 credit points)

ENGLISH LANGUAGE REQUIREMENTS

Upon successful completion of the required 35 subjects at Vijaybhoomi University (delivered in English), students would be deemed to have met our English Language Requirements into the UOW Bachelor of Business.

DUAL AWARD AGREEMENT

This notification confirms the Dual Award agreement between Vijaybhoomi University and the University of Wollongong (UOW). Within this arrangement, it has been mutually agreed that:

Students enrolled in a Bachelor of Business Administration at Vijaybhoomi University will initially complete the required general education courses (14 subjects), practice courses (04 subjects), functional core subjects (13 subjects) and the life skills subjects (04 subjects), including the following subjects:

- F0A02 - Quantitative Techniques in Management
- C0F24 - Business Economics
- F0F21 - Introduction to Accounting and Finance
- C0F22 - Financial Accounting and Financial Statement Analysis
- C0F02 - Management Accounting
- C0H01- Behavioural Science



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- C0M01 - Marketing Management
- C0H02 - Human Capital Management
- L2H10 - Strategic HRM
- C0F23 - Corporate Finance
- P0G01 - Management Communication - I
- P0G16 - Management Communication - II
- P0G03 - Cross culture Communication
- P0G02 - Negotiation Skills
- C0A04 - Decision Making Science
- L2H12 - Cross Cultural Management
- L2O09 - E-commerce
- L1F25 - Financial System and Markets

Upon transfer to the University of Wollongong, Vijaybhoomi University students will receive 72 UOW credit points (12 subjects) of credit transfer into the Bachelor of Business (Marketing) comprising of:

- ACCY122 - Accounting for Decision Making
- BUS 121 - Statistics for Business
- ECON100 - Economic Essential for Business
- FIN 111 - Introductory Principles of Finance
- FIN 222 - Corporate Finance
- FIN 226 - Financial Markets & Institutions
- MGNT102 - Business Communications
- MGNT206 - Managing Human Resources
- MGNT210 - Managing Across Cultures
- OPS200 - Management and Electronic Business
- 12 USP (Unspecified) Credit@ 100 Level (this will count as two UOW Elective Subjects)

Students will then complete at the University of Wollongong 72 credit points (12 subjects), and will need to complete subjects which would align with the graduation requirements of their UOW Student Handbook.



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Your remaining program of study at UOW is

(based on the 2022 Undergraduate Bachelor of Business (Marketing) Handbook):

- ACCY122 - Accounting Fundamentals In Society
- BUS 101 - Principles of Responsible Business
- BUS 331 - Integrative Business Capstone
- BUS 391 - Professional Experience in Business
(the equivalent of which would be the VU Industry Internship Program)
- MARK205 - Introductory Marketing Research
- MARK217 - Consumer Behaviour
- MARK233 - Marketing & Digital Communications
- MARK310 - Marketing Effectiveness
- MARK344 - Marketing Strategy
- MARK270 - Services Marketing
- MARK333 - Integrated Marketing Communications Strategy

Plus one marketing subject from the following list (subject to availability):

- MARK250 - Advertising Practice and Creative Strategies
- MARK301 - Digital Marketing
- MARK320 - Social Marketing
- MARK343 - International Marketing
- MARK356 - Creating & Marketing New Products
- MARK395 - Tourism Marketing