

Bachelor of Business Accounting and Marketing

Academic Chair: Kamrul Hassan/[David Zhang](#)

Start Date: Semester 2 2025

Year 1 – 2025			** Semester 2 Units	CP
			BUS171 Foundations of Economics	3
			BUS163 Introduction to Accounting	3
			BUS124 Global Marketing	3
			BUS210 Marketing Research and Analysis	3
			Total	12
Year 2 - 2026	Semester 1 Units	CP	Semester 2 Units	CP
	Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3	BUS286 Corporate Finance	3
	BSL165 Foundations of Business Law	3	BUS299 Consumer Behaviour	3
	BUS123 Management in a Global Environment	3	BUS278 Content Marketing	3
	BUS140 Introduction to Finance	3	BUS287 Management Accounting	3
	Total	12	Total	12
Year 3 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS285 Technology and Accounting Processes	3	BUS350 Strategic Marketing	3
	BUS225 Services, Relationship and Retail Marketing	3	BUS304 Accounting Theory and Accountability	3
	BUS279 Digital and Social Media Marketing	3	BSL305 Company Law	3
	MSP100 Career Learning: Managing Your Career	3	BUS306 Auditing	3
	Total	12	Total	12
Year 4 - 2028	Semester 1 Units	CP		
	BUS356 Contemporary Financial Accounting	3		
	Spine Level 2	3		
	Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics	3		
	BUS303 Taxation	3		
	Total	12		

TOTAL CREDIT POINTS 72

Notes	** Enrolment Note
Accounting with the Professional Accounting minor is an accredited major	S2 2025 – BUS124 is a pre requisite unit for BUS210. Permission is required from the Academic Chair for concurrent enrolment

Please note: This course plan is a sample only and must be read in conjunction with the full course structure, unit prerequisites and enrolment options as outlined in the [Handbook](#). Students should note that due to unit prerequisites, commencing study in Semester 2 may extend the duration of the course. This information is correct as at DD/MM/YY.