

# B1367 Bachelor of Business – Accounting and Marketing

Academic Chair: David Zhang

Start Date: Semester 1 2026

For students commencing in Semester 1:

Semester 1 2026		Semester 2 2026	
Choose all of these units	BUS171 Foundations of Economics  BUS124 Global Marketing	Choose all of these units	BUS123 Management in a Global Environment  BSL165 Foundations of Business Law  BUS163 Introduction to Accounting  <b>BUS210 Marketing Research and Analysis</b>
Choose two of these units	BUS109 The Innovator's Mindset (if Entrepreneur & Innovation major MJ-EI)  <b>Or</b>  TOU101 Introduction to Tourism Systems (if Hospitality & Tourism major MJ-HTMA)  <b>Or</b>  BUS140 Introduction to Finance (Accounting MJ-ACCT or Finance MJ-FINA Major)  <b>Or</b> Elective (if other major)  <b>Or</b>  <b>TLC101 Communication Skills for Undergraduate Study (recommended general elective)</b>		

## Notes for students:

- If you are doing a double major, you can refer above, use the course visualiser or see your academic chair
- To use the [course visualiser](#) select your course to commence
- [Academic chair contacts](#): you can search by name or course name (eg Bachelor of Business result is: **B1367 Bachelor of Business**; Academic Chair [David Zhang](#))

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Year 1 – 2026	Semester 1 Units	CP	Semester 2 Units	CP
	See above	3	See above	3
		3		3
		3		3
		3		3
	<b>Total</b>	12	<b>Total</b>	12
Year 2 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS285 Technology and Accounting Processes	3	BUS286 Corporate Finance	3
	BUS225 Services, Relationship and Retail Marketing	3	BUS299 Consumer Behaviour	3
	BUS279 Digital and Social Media Marketing	3	BUS278 Content Marketing	3
	Discovery Unit	3	BUS287 Management Accounting	3
	<b>Total</b>	12	<b>Total</b>	12
Year 3 - 2028	Semester 1 Units	CP	Semester 2 Units	CP
	BUS356 Contemporary Financial Accounting	3	BUS350 Strategic Marketing	3
	General elective	3	BUS304 Accounting Theory and Accountability	3
	<b>Specified Elective:</b> BUS391 Search Engine Marketing OR BUS334 Business Analytics	3	BSL305 Company Law	3
	BUS303 Taxation	3	BUS306 Auditing	3
	<b>Total</b>	12	<b>Total</b>	12

**TOTAL CREDIT POINTS 72**

Notes	Accreditation

**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 02/10/2025