

Bachelor of Business Accounting and Marketing

Academic Chair: Kamrul Hassan/ Pieter van Schalkwyk

Start Date: Semester 2 2026

Year 1 – 2026			** Semester 2 Units		CP	
			BUS171 Foundations of Economics		3	
			BUS124 Global Marketing		3	
			BUS140 Introduction to Finance		3	
			BUS210 Marketing Research and Analysis		3	
			Total		12	
Year 2 - 2027	Semester 1 Units		CP	Semester 2 Units		CP
	BUS123 Management in a Global Environment		3	BUS286 Corporate Finance		3
	BSL165 Foundations of Business Law		3	BUS299 Consumer Behaviour		3
	BUS163 Introduction to Accounting		3	BUS278 Content Marketing		3
	TLC101 Communication Skills for Undergraduate Study (recommended general elective)		3	BUS287 Management Accounting		3
	Total		12	Total		12
Year 3 - 2028	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
	Discovery Unit		3	BUS306 Auditing		3
	Total		12	Total		12
Year 4 - 2029	Semester 1 Units		CP			
	BUS356 Contemporary Financial Accounting		3			
	General elective		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 is an accredited major	S2 2026 – BUS124 is a pre requisite unit for BUS210. Permission is required from the Academic Chair for concurrent enrolment
Recommended General Electives: BUS122 Business in Society BUS201 Contemporary Issues in Business	

Bachelor of Business Accounting and Marketing

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 06/01/2026