

# B1367 Bachelor of Business – Accounting and Marketing

Academic Chair: David Zhang

Start Date: Semester 1 2025

Year 1 – 2025	Semester 1 Units	CP	Semester 2 Units	CP
	Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3	BUS171 Foundations of Economics	3
	BSL165 Foundations of Business Law	3	BUS124 Global Marketing	3
	BUS140 Introduction to Finance	3	BUS210 Marketing Research and Analysis	3
	BUS163 Introduction to Accounting	3	BUS123 Management in a Global Environment	3
	<b>Total</b>	<b>12</b>	<b>Total</b>	<b>12</b>
Year 2 - 2026	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 – new unit	3	BUS278 Content Marketing – new unit	3
	MSP100 Career Learning: Managing Your Career	3	BUS287 Management Accounting	3
	<b>Total</b>	<b>12</b>	<b>Total</b>	<b>12</b>
Year 3 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS356 Contemporary Financial Accounting	3	BUS350 Strategic Marketing	3
	Spine Level 2	3	BUS304 Accounting Theory and Accountability	3
	<b>Specified Elective:</b> BUS391 Search Engine Marketing – new unit OR BUS334 Business Analytics	3	BSL305 Company Law	3
	BUS303 Taxation	3	BUS306 Auditing	3
	<b>Total</b>	<b>12</b>	<b>Total</b>	<b>12</b>

**TOTAL CREDIT POINTS 72**

Notes	Accreditation
<p>Marketing major units</p> <p>Marketing specified elective units</p> <p>Accounting Units</p>	<p>The Bachelor of Business in Accounting is an accredited degree. To achieve accreditation, students must enrol in the Professional Accounting minor.</p>

**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 09/07/2024