

Bachelor of Business – Business Law and Marketing

Academic Chair: Natalie van der Waarden /David Zhang

Start Date: Semester 1 2025

	Semester 1 Units		Semester 2 Units	
		CP		CP
Year 1 – 2025	MSP100 Career Learning: Managing Your Career	3	BUS123 Management in a Global Environment	3
	BSL165 Foundations of Business Law	3	BUS163 Introduction to Accounting	3
	BUS171 Foundations of Economics	3	Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3
	BUS124 Global Marketing	3	BUS210 Marketing Research and Analysis	3
	Total	12	Total	12
Year 2 - 2026	Semester 1 Units		Semester 2 Units	
		CP		CP
	BUS225 Services, Relationship and Retail Marketing	3	BUS299 Consumer Behaviour	3
	BSL201 Finance Law	3	BUS278 Content Marketing	3
	BSL205 Commercial Law	3	General elective	3
	BUS279 Digital and Social Media Marketing	3	General elective	3
	Total	12	Total	12
Year 3 - 2027	Semester 1 Units		Semester 2 Units	
		CP		CP
	Spine Level 3	3	BSL305 Company Law	3
	Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics	3	BUS350 Strategic Marketing	3
	General elective	3	BSL202 Employment Law	3
	General elective	3	BSL301 Business Ethics	3
	Total	12	Total	12

TOTAL CREDIT POINTS 72

Notes

Course Core
 Spine Units
 Marketing major units
 Marketing specified elective units
 Business Law Units

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