

B1367 Bachelor of Business – Business Law and Marketing

Academic Chair: Natalie Sewell/Pieter van Schalkwyk

Start Date: Semester 2 2026

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|---------------|---|--|---|--|--------------|----|
| Year 1 – 2026 | | | Semester 2 Units | CP | | |
| | | | BUS171 Foundations of Economics | 3 | | |
| | | | BUS124 Global Marketing | 3 | | |
| | | | Elective (if required for major, or general elective) | 3 | | |
| | | | Discovery Unit | 3 | | |
| | | | Total | 12 | | |
| Year 2 - 2027 | Semester 1 Units | | CP | Semester 2 Units | | CP |
| | BUS123 Management in a Global Environment | | 3 | BUS299 Consumer Behaviour | | 3 |
| | BSL165 Foundations of Business Law | | 3 | BUS278 Content Marketing | | 3 |
| | BUS163 Introduction to Accounting | | 3 | BUS210 Marketing Research and Analysis | | 3 |
| | TLC101 Communication Skills for Undergraduate Study (recommended general elective) | | 3 | General elective | | 3 |
| | Total | | | 12 | Total | |
| Year 3 - 2028 | Semester 1 Units | | CP | Semester 2 Units | | CP |
| | BUS225 Services, Relationship and Retail Marketing | | 3 | BSL305 Company Law | | 3 |
| | BSL201 Finance Law | | 3 | BUS350 Strategic Marketing | | 3 |
| | BSL205 Commercial Law | | 3 | BSL202 Employment Law | | 3 |
| | BUS279 Digital and Social Media Marketing | | 3 | BSL301 Business Ethics | | 3 |
| | Total | | | 12 | Total | |
| Year 4 - 2029 | Semester 1 Units | | CP | | | |
| | Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics | | 3 | | | |
| | General elective | | 3 | | | |
| | General elective | | 3 | | | |
| | General elective | | 3 | | | |
| | Total | | | 12 | | |

TOTAL CREDIT POINTS 72

Notes

Recommended General Electives:

BUS122 Business in Society
BUS201 Contemporary Issues in Business

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 09/01/2026