

B1367 Bachelor of Business – Marketing & Entrepreneurship and Innovation

Academic Chair: Pieter van Schalkwyk

Start Date: Semester 2 2026

		Semester 2 Units		CP	
Year 1 – 2026			BUS171 Foundations of Economics	3	
			BUS124 Global Marketing	3	
			TLC101 Communication Skills for Undergraduate Study (recommended general elective)	3	
			BUS220 Foundations of Entrepreneurship	3	
			Total	12	
Year 2 - 2027		Semester 1 Units	CP	Semester 2 Units	CP
		BUS163 Introduction to Accounting	3	BUS299 Consumer Behaviour	3
		BUS123 Management in a Global Environment	3	BUS210 Marketing Research and Analysis	3
		BSL165 Foundations of Business Law	3	BUS221 Entrepreneurial Strategy	6
		BUS109 The Innovator's Mindset	3		
		Total	12	Total	12
Year 3 - 2028		Semester 1 Units	CP	Semester 2 Units	CP
		Discovery Unit	3	BUS350 Strategic Marketing	3
		BUS279 Digital and Social Media Marketing	3	BUS366 The Compelling Entrepreneur	3
		BUS225 Services, Relationship and Retail Marketing	3	BUS380 Entrepreneurial Finance	3
		General Elective	3	BUS278 Content Marketing	3
		Total	12	Total	12
Year 4 - 2029		Semester 1 Units	CP		
		BUS363 Scaling Agile projects	3		
		BUS354 Leading Emerging Futures	3		
		Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics	3		
		General Elective	3		
		Total	12		

TOTAL CREDIT POINTS 72

Notes
<p>Recommended General Electives: BUS122 Business in Society BUS201 Contemporary Issues in Business</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 09/01/2026