

# Bachelor of Business – Finance and Marketing

Academic Chair: Kamrul Hassan/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	BUS124 Global Marketing
	BUS140 Introduction to Finance	3	BUS123 Management in a Global Environment	3
	BUS163 Introduction to Accounting	3	BSL165 Foundations of Business Law	3
	BUS171 Foundations of Economics	3	MSP100 Career Learning: Managing Your Career	3
	<b>Total</b>	12	<b>Total</b>	12
Year 2 - 2026	Semester 1 Units	CP	Semester 2 Units	CP
		BUS225 Services, Relationship and Retail Marketing	3	BUS210 Marketing Research and Analysis
	BUS288 Treasury Management	3	BUS286 Corporate Finance	3
	General Elective	3	BUS299 Consumer Behaviour	3
	BUS279 Digital and Social Media Marketing –	3	BUS278 Content Marketing	3
	<b>Total</b>	12	<b>Total</b>	12
Year 3 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
		Spine Level 2	3	BUS333 Derivative Securities
	BUS329 Investment Analysis	3	BUS350 Strategic Marketing	3
	BSL201 Finance Law	3	BUS330 International Finance	3
	<b>Specified Elective:</b> BUS391 Search Engine Marketing OR BUS334 Business Analytics	3	General elective	3
	<b>Total</b>	12	<b>Total</b>	12

**TOTAL CREDIT POINTS 72**

## Notes

[Course Core](#)  
[Spine Units](#)  
[Marketing major units](#)  
[Marketing specified elective units](#)  
[Finance 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