

Bachelor of Business – Finance and Marketing

Academic Chair: Kamrul Hassan/David Zhang

Start Date: Semester 2 2025

Year 1 – 2025			Semester 2 Units	CP
			BUS124 Global Marketing	3
			BUS171 Foundations of Economics	3
			BSL165 Foundations of Business Law	3
			MSP100 Career Learning: Managing Your Career	3
			Total	12
Year 2 - 2026	Semester 1 Units	CP	Semester 2 Units	CP
	Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3	BUS210 Marketing Research and Analysis	3
	BUS140 Introduction to Finance	3	BUS286 Corporate Finance	3
	BUS163 Introduction to Accounting	3	BUS299 Consumer Behaviour	3
	BUS123 Management in a Global Environment	3	BUS278 Content Marketing	3
	Total	12	Total	12
Year 3 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS225 Services, Relationship and Retail Marketing	3	BUS333 Derivative Securities	3
	BUS288 Treasury Management	3	BUS350 Strategic Marketing	3
	General Elective	3	BUS330 International Finance	3
	BUS279 Digital and Social Media Marketing –	3	General elective	3
	Total	12	Total	12
Year 4 - 2028	Semester 1 Units	CP		
	Spine Level 2	3		
	BUS329 Investment Analysis	3		
	BSL201 Finance Law	3		
	Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics	3		
	Total	12		

TOTAL CREDIT POINTS 72

Notes

Course Core
Spine Units
Marketing major units
Marketing specified elective units
Finance Units

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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