

Bachelor of Business – Hospitality and Tourism Management and Marketing

Academic Chair: David Zhang

Start Date: Semester 2 2025

Year 1 – 2025			Semester 2 Units	CP
			BUS123Management in a Global Environment	3
			BUS163Introduction to Accounting	3
			BSL165Foundations of Business Law	3
			MSP100Career Learning: Managing Your Career	3
			Total	12
Year 2 - 2026	Semester 1 Units	CP	Semester 2 Units	CP
	Spine Level 2 or TLC101Communication Skills for Undergraduate Study	3	BUS210Marketing Research and Analysis	3
	BUS124Global Marketing	3	BUS293Organisational Theory and Behaviour	3
	BUS171Foundations of Economics	3	BUS299Consumer Behaviour	3
	TOU101Introduction to Tourism Systems	3	BUS278 Content Marketing	3
	Total	12	Total	12
Year 3 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS225Services, Relationship and Retail Marketing	3	TOU323Destination Management	3
	BSL204Tourism and Hospitality Law	3	BUS338Global Strategic Management	3
	BUS279 Digital and Social Media Marketing	3	BUS350Strategic Marketing	3
	TOU221Sustainable Tourism	3	General elective	3
	Total	12	Total	12
Year 4 - 2028	Semester 1 Units	CP		
	BUS334Business Analytics	3		
	General elective	3		
	Spine Level 2	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 HTM 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