

Bachelor of Business – Hospitality and Tourism Management and Marketing

Academic Chair: Diane Lee/Pieter van Schalkwyk

Start Date: Semester 2 2026

Year 1 – 2026			Semester 2 Units		CP		
			BUS171 Foundations of Economics		3		
			BUS124 Global Marketing		3		
			BUS163 Introduction to Accounting		3		
			Discovery Unit		3		
		Total		12			
Year 2 - 2027	Semester 1 Units		CP	Semester 2 Units		CP	
	TOU101 Introduction to Tourism Systems		3	BUS210 Marketing Research and Analysis		3	
	BUS123 Management in a Global Environment		3	BUS293 Organisational Theory and Behaviour		3	
	BSL165 Foundations of Business Law		3	BUS299 Consumer Behaviour		3	
	TLC101 Communication Skills for Undergraduate Study (recommended general elective)		3	BUS278 Content Marketing		3	
		Total		12	Total		12
Year 3 - 2028	Semester 1 Units		CP	Semester 2 Units		CP	
	BUS225 Services, Relationship and Retail Marketing		3	TOU323 Destination Management		3	
	BSL204 Tourism and Hospitality Law		3	BUS338 Global Strategic Management		3	
	BUS279 Digital and Social Media Marketing		3	BUS350 Strategic Marketing		3	
	TOU221 Sustainable Tourism		3	General elective		3	
		Total		12	Total		12
Year 4 - 2029	Semester 1 Units		CP				
	BUS334 Business Analytics		3				
	General elective		3				
	General elective		3				
	Specified Elective: BUS391 Search Engine Marketing						
	OR BUS334 Business Analytics		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 07/01/2026