

# Bachelor of Business Human Resource Management & Marketing

Academic Chair: [Arif Sikander/David Zhang](#)

Start Date: Semester 2 2025

Year 1 – 2025			<b>Semester 2 Units</b>	<b>CP</b>
			BUS171 Foundations of Economics	3
			BUS163 Introduction to Accounting	3
			BSL165 Foundations of Business Law	3
			Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3
			<b>Total</b>	12
Year 2 - 2026	<b>Semester 1 Units</b>	<b>CP</b>	<b>Semester 2 Units</b>	<b>CP</b>
	MSP100 Career Learning: Managing Your Career	3	BSL202 Workplace Law	3
	BUS124 Global Marketing	3	BUS230 Change Management	3
	BUS123 Management in a Global Environment	3	BUS299 Consumer Behaviour	3
	General Elective	3	<b>BUS278 Content Marketing – new unit</b>	3
	<b>Total</b>	12	<b>Total</b>	12
Year 3 - 2027	<b>Semester 1 Units</b>	<b>CP</b>	<b>Semester 2 Units</b>	<b>CP</b>
	BUS225 Services, Relationship and Retail Marketing	3	BUS350 Strategic Marketing	3
	BUS226 Talent Acquisition	3	BUS210 Marketing Research and Analysis	3
	BUS293 Organisation Theory & Behaviour	3	Spine Level 3	3
	<b>BUS279 Digital and Social Media Marketing – new unit</b>	3	General elective	3
	<b>Total</b>	12	<b>Total</b>	12
Year 4 - 2028	<b>Semester 1 Units</b>	<b>CP</b>		
	BUS332 Employee Relations	3		
	BUS371 Talent Management	3		
	BUS334 Business Analytics	3		
	<b>Specified Elective:</b> <b>BUS391 Search Engine Marketing – new unit OR</b> BUS334 Business Analytics	3		
	<b>Total</b>	12		

**TOTAL CREDIT POINTS 72**

## Notes

Human Resource Management with the Leading the Future of Work minor is an accredited major.

**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 DD/MM/YY.