

Academic Chair: David Zhang

Start Date: Semester 1 2026

For students commencing in Semester 1:

Semester 1 2026		Semester 2 2026	
Choose all of these units	BUS171 Foundations of Economics BUS124 Global Marketing BUS109 The Innovator's Mindset (if Entrepreneur & Innovation major MJ-EI)	Choose all of these units	BUS123 Management in a Global Environment BSL165 Foundations of Business Law BUS163 Introduction to Accounting BUS220 Foundations of Entrepreneurship
Choose one of these units	TOU101 Introduction to Tourism Systems (if Hospitality & Tourism major MJ-HTMA) Or BUS140 Introduction to Finance (Accounting MJ-ACCT or Finance MJ-FINA Major) Or Elective (if other major) Or TLC101 Communication Skills for Undergraduate Study (recommended general elective)		

Notes for students:

- If you are doing a double major, you can refer above, use the course visualiser or see your academic chair
- To use the [course visualiser](#) select your course to commence
- [Academic chair contacts](#): you can search by name or course name (eg Bachelor of Business result is: **B1367 Bachelor of Business**; Academic Chair [David Zhang](#))

Year 1 – 2026	Semester 1 Units	CP	Semester 2 Units	CP
	See above		See above	
	Total	12	Total	12
Year 2 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	Discovery Unit	3	BUS299Consumer Behaviour	3
	BUS279 Digital and Social Media Marketing	3	BUS278 Content Marketing	3
	BUS225 Services, Relationship and Retail Marketing	3	BUS221 Entrepreneurial Strategy	6
	General elective	3		
	Total	12	Total	12
Year 3 - 2028	Semester 1 Units	CP	Semester 2 Units	CP
	BUS363Scaling Agile projects	3	BUS350Strategic Marketing	3
	BUS354Leading Emerging Futures	3	BUS366The Compelling Entrepreneur	3
	Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics	3	BUS380Entrepreneurial Finance	3
	General elective	3	BUS210 Marketing Research and Analysis	3
	Total	12	Total	12
TOTAL CREDIT POINTS				72

Notes

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