

B1367 Bachelor of Business – Marketing and International Business

Academic Chair: Pieter van Schalkwyk

Start Date: Semester 2 2026

Year 1 – 2026			Semester 2 Units	CP
			BUS171 Foundations of Economics	3
			BUS124 Global Marketing	3
			Elective (if required for major, or general elective)	3
			Discovery Unit	3
			Total	12
Year 2 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS123 Management in a Global Environment	3	BUS341 Business Negotiations: An International Perspective	3
	BSL165 Foundations of Business Law	3	BUS299 Consumer Behaviour	3
	BUS163 Introduction to Accounting	3	BUS278 Content Marketing	3
	TLC101 Communication Skills for Undergraduate Study (recommended general elective)	3	BUS210 Marketing Research and Analysis	3
	Total	12	Total	12
Year 3 - 2028	Semester 1 Units	CP	Semester 2 Units	CP
	BUS211 International Logistics	3	BUS338 Global Strategic Management	3
	BUS212 Introduction to International Finance	3	BUS350 Strategic Marketing	3
	BUS219 International Business	3	General elective	3
	BUS279 Digital and Social Media Marketing	3	General elective	3
Total	12	Total	12	
Year 4 - 2029	Semester 1 Units	CP		
	BUS284 Comparative Corporate Governance and International Operations	3		
	BUS225 Services, Relationship and Retail Marketing	3		
	Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics	3		
	General elective	3		
	Total	12		

TOTAL CREDIT POINTS 72

Notes
<p>Recommended General Electives: BUS122 Business in Society BUS201 Contemporary Issues in Business</p>

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 07/05/2026