



Level I			
ENTREP 1000 Business Lifecycles	ENTREP 1002 Personal Professional Development	ENTREP 1011 Entrepreneurship Foundations and Mindset	ECON 1008 Data Analytics I
MARKETNG 1001 Introduction to Marketing	COMMGMT 1001 Managing Organisations and People	INTBUS 1000 International Business Environment	ACCTING 1004 Accounting Foundations or ACCTING 1002 Introductory Accounting
Level II			
MARKETNG 2001 Digital Media in Business	COMMLAW 2503 Company and Business Law	International Business closed elective	INTBUS 2001 International Business Operations
MARKETNG 2506 Building and Managing Brands	MARKETNG 2501 Consumer Behaviour	COMMLAW 2502 Legal Aspects of International Business	INTBUS 3002 Internationalisation of Small and Medium-sized Enterprises
Level III			
MARKETNG 3007 Content Creation and Management	MDIA 3441 Advanced Digital Promotion	COMMGMT 3508 Systems Thinking for a Complex World	COMMGMT 3500 Managing Across Cultures
MARKETNG 3008 Data Driven Customer Engagement	MARKETNG 3005 Marketing Communications in a Digital World	INTBUS 3501 Corporate Responsibility for Global Business	Capstone course (eChallenge, internship, industry project, study tour)

ALL COURSES ARE WORTH 3.00 UNITS UNLESS SPECIFIED OTHERWISE

Academic Program

To qualify for the degree of Bachelor of Business, the student must complete satisfactorily a program of study consisting of the following requirements with a combined total of not less than 72 units, comprising:

1. Level I courses not exceeding 30 units
2. Core courses to the value of 12 units
3. A major
4. Capstone course to the value of at least 3 units
5. Broadening Electives to the value of 9 units

Elective courses

Students may include electives from any Undergraduate courses offered by the University that are available to the students. All students must include 9 units of Broadening Electives except for students completing a double major in Digital Marketing & Communications and International Business, Digital Marketing & Communications and Management, or International Business and Management.

International Business closed electives, 3 units from:

MARKETNG 3501 [Marketing to the World](#)

ECON 1002 [Australia in the Global Economy I](#)

ECON 1009 [International Financial Institutions and Markets I](#)

ECON 3506 [International Trade III](#)

POLIS 1102 [Introduction to Global Politics](#)

ASIA 1103 [Asia and the World](#)

DEVT 1001 [Introduction to International Development](#)