



Level I			
<a href="#">ENTREP 1000</a> Business Lifecycles	<a href="#">ENTREP 1002</a> Personal Professional Development	<a href="#">ENTREP 1011</a> Entrepreneurship Foundations and Mindset	<a href="#">ECON 1008</a> Data Analytics I
<a href="#">MARKETNG 1001</a> Introduction to Marketing	<a href="#">COMMGMT 1001</a> Managing Organisations and People	<a href="#">ACCTING 1004</a> Accounting Foundations <b>or</b> <a href="#">ACCTING 1002</a> Introductory Accounting	Elective level I*
Level II			
<a href="#">MARKETNG 2001</a> Digital Media in Business	<a href="#">MARKETNG 2501</a> Consumer Behaviour	<a href="#">COMMGMT 2511</a> Business Operations Management	<a href="#">COMMGMT 2512</a> Business Information Systems and Management
<a href="#">MARKETNG 2506</a> Building and Managing Brands	<a href="#">COMMLAW 2503</a> Company and Business Law	<a href="#">COMMGMT 2500</a> Organisational Behaviour	Management closed elective
Level III			
<a href="#">MARKETNG 3007</a> Content Creation and Management	<a href="#">MDIA 3441</a> Advanced Digital Promotion	<a href="#">COMMGMT 3502</a> Human Resource Management	Management closed elective
<a href="#">MARKETNG 3008</a> Data Driven Customer Engagement	<a href="#">MARKETNG 3005</a> Marketing Communications in a Digital World	<a href="#">COMMGMT 3501</a> Strategic Management	<b>Capstone course</b> (eChallenge, internship, industry project, study tour)

ALL COURSES ARE WORTH 3.00 UNITS UNLESS SPECIFIED OTHERWISE

\*Recommended ECON 1012 - Principles of Economics I

#### 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

Management closed electives, 6 units from:

- [COMMGMT 3500](#) Managing Across Cultures
- [COMMGMT 3509](#) Professionalising Small & Family Business
- [COMMGMT 3506](#) Managing Conflict and Change
- [COMMGMT 3508](#) Systems Thinking for a Complex World