BBUSN - Bachelor of Business Study Plan

Flinders University | Business, Creative Arts, Law & Social Sciences

Study Plans are available for the following Majors:

- Event Management & Tourism - Semester 1 Commencing (Page 2)
- Event Management & Tourism - Semester 2 Commencing (Page 3)

- Human Resource Management - Semester 1 Commencing (Page 4)
- Human Resource Management - Semester 2 Commencing (Page 5)

- International Business - Semester 1 Commencing (Page 6)
- International Business - Semester 2 Commencing (Page 7)

- Leading Change - Semester 1 Commencing (Page 8)
- Leading Change - Semester 2 Commencing (Page 9)

- Management - Semester 1 Commencing (Page 10)
- Management - Semester 2 Commencing (Page 11)

- Marketing - Semester 1 Commencing (Page 12)
- Marketing - Semester 2 Commencing (Page 13)

- Small Business Leadership - Semester 1 Commencing (Page 14)
- Small Business Leadership - Semester 2 Commencing (Page 15)

- Sports Management - Semester 1 Commencing (Page 16)
- Sports Management - Semester 2 Commencing (Page 17)

Please note:

- Students can choose to do one of the following combinations of study (in addition to 36 units of first year topics):
    - Two 36 unit majors
    - One 36 unit major plus 36 units of options
    - One 36 unit major plus one 18 unit minor plus 18 units of options
    - One 36 unit major plus two 18 unit minors

- This document is provided as a guide only. Students are responsible for ensuring that they have completed their study according to the official Course rule:
    - BBUSN course rule – https://handbook.flinders.edu.au/courses/current/BBUSN
    - For a full list of available minors and option topics, please see the course rule.

- Topic information for all topics, including pre-requisites can be found on the Topic Page
- General enrolment assistance is available via Ask Flinders

BBUSN Bachelor of Business
Major in Event Management & Tourism
Semester 1 Commencing

Flinders University | Business, Creative Arts, Law & Social Sciences

First Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option** *Optimal choice for this major is TOUR1101*
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**TOUR2108** Designing Event and Tourism Experiences	**TOUR2101** Place, Culture and Tourism	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**TOUR2107** Exploring Aboriginal Cultural Tourism	**Event Management and Tourism Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**TOUR3115** Managing and Evaluating Events	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following. **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**TOUR3113** Sustainability in Events and Tourism	**TOUR3106** Tourism and Events Business Planning and Innovation	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**

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Semester 2 Commencing

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First Year	**Semester 1**				
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option** *Optimal choice for this major is TOUR1101*
	Semester 2	**TOUR2107** Exploring Aboriginal Cultural Tourism	**Event Management and Tourism Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**TOUR2108** Designing Event and Tourism Experiences	**TOUR2101** Place, Culture and Tourism	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**TOUR3113** Sustainability in Events and Tourism	**TOUR3106** Tourism and Events Business Planning and Innovation	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Fourth Year	**Semester 1**	**TOUR3115** Managing and Evaluating Events	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following. **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2				

BBUSN Bachelor of Business
Major in Human Resource Management
Semester 1 Commencing

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First Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN2030** Training and Development	**BUSN2038** Human Resource Management	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN2032** Human Resource Planning, Recruitment and Selection	**HR Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**LLAW3253** Employment Law	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following. **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3032** Reward and Performance Management	**BUSN3033** Work Health and Safety	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**

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Semester 2 Commencing

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First Year	**Semester 1**				
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN2032** Human Resource Planning, Recruitment and Selection	**HR Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN2030** Training and Development	**BUSN2038** Human Resource Management	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3032** Reward and Performance Management	**BUSN3033** Work Health and Safety	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Fourth Year	**Semester 1**	**LLAW3253** Employment Law	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following. **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2				

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Major in International Business
Semester 1 Commencing

Flinders University | Business, Creative Arts, Law & Social Sciences

First Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN2019** International Business Context	**BUSN3050** International Human Resource Management	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN2039** International Business Management	**BUSN2046** Managing Project, Supply Chain and Logistics	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN3051** International Marketing	**BUSN3056** International Trade	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following. **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**International Business Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**

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First Year	**Semester 1**				
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN2039** International Business Management	**BUSN2046** Managing Project, Supply Chain and Logistics	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN2019** International Business Context	**BUSN3050** International Human Resource Management	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following. **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**International Business Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Fourth Year	**Semester 1**	**BUSN3051** International Marketing	**BUSN3056** International Trade	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2				

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First Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN2024** Sustainable Resource Management	**BUSN2053** Building Resilience and Professional Skills	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**Leading Change Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**Leading Change Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3055** Using Strategy for Business Transformation	**BUSN3065** AI, Cybersecurity and the Future of Work	**BUSN3052** Building Leaders of the Future	**2nd Major** or **Minor** or **Option**

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First Year					
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**Leading Change Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN2024** Sustainable Resource Management	**BUSN2053** Building Resilience and Professional Skills	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3055** Using Strategy for Business Transformation	**BUSN3065** AI, Cybersecurity and the Future of Work	**BUSN3052** Building Leaders of the Future	**2nd Major** or **Minor** or **Option**
Fourth Year	**Semester 1**	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**Leading Change Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**

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First Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN2024** Sustainable Resource Management	**BUSN2026** Developing Entrepreneurs and Small Businesses	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN2039** International Business Management	**BUSN1021** Organisational Behaviour	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**Management Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3055** Using Strategy for Business Transformation	**BUSN3052** Building Leaders of the Future	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**

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First Year	**Semester 1**				
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN2039** International Business Management	**BUSN1021** Organisational Behaviour	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN2024** Sustainable Resource Management	**BUSN2026** Developing Entrepreneurs and Small Businesses	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3055** Using Strategy for Business Transformation	**BUSN3052** Building Leaders of the Future	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Fourth Year	**Semester 1**	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**Management Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2				

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Major in Marketing
Semester 1 Commencing

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First Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN2028** Uncovering Global Market Insights	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN2020** Consumer Behaviour	**BUSN2033** Branding and Advertising	**BUSN2048** Social Media Marketing	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN3027** Digital Marketing Intelligence and AI Applications	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**Marketing Major Option topic**	**BUSN3030** Marketing for Health, Sustainability and Social Impact	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**

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First Year	**Semester 1**				
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN2020** Consumer Behaviour	**BUSN2033** Branding and Advertising	**BUSN2048** Social Media Marketing	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN2028** Uncovering Global Market Insights	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**Marketing Major Option topic**	**BUSN3030** Marketing for Health, Sustainability and Social Impact	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Fourth year	**Semester 1**	**BUSN3027** Digital Marketing Intelligence and AI Applications	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2				

BBUSN Bachelor of Business
Major in Small Business Leadership
Semester 1 Commencing

Flinders University | Business, Creative Arts, Law & Social Sciences

First Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN2026** Developing Entrepreneurs and Small Businesses	**BUSN2038** Human Resource Management	**Small Business Leadership Major Year 2 or 3 Option topic**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN2020** Consumer Behaviour	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN3042** Marketing Planning and Strategy: Contemporary and Future Focused	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3043** Governing Sustainably and Ethically	**Small Business Leadership Major Year 3 Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**

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First Year	**Semester 1**				
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option**
	Semester 2	**BUSN2020** Consumer Behaviour	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN2026** Developing Entrepreneurs and Small Businesses	**BUSN2038** Human Resource Management	**Small Business Leadership Major Year 2 or 3 Option topic**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3043** Governing Sustainably and Ethically	**Small Business Leadership Major Year 3 Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Fourth Year	**Semester 1**	**BUSN3042** Marketing Planning and Strategy: Contemporary and Future Focused	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2				

BBUSN Bachelor of Business
Major in Sport Management
Semester 1 Commencing

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First Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option** *Optimal choice for this major is HLPE1550*
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN2026** Developing Entrepreneurs and Small Businesses	**Sport Management Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN2051** Sports Marketing	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN3069** Sports Leadership and Governance	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3068** Sports Law	**HLPE3534** Sport Event Management and Administration	**Sport Management Major Option topic**	**2nd Major** or **Minor** or **Option**

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First Year	**Semester 1**				
	Semester 2	**BUSN1029** Applying Business Law	**BUSN1011** Finance and Accounting for Leaders	**BUSN1009** Interpreting and Visualising Business Data	**Option**
Second Year	**Semester 1**	**BUSN1012** Managing in Modern Organisations	**BUSN1020** Assessing Economic Environments	**BUSN1022** Marketing Principles in the Digital Era	**Option** *Optimal choice for this major is HLPE1550*
	Semester 2	**BUSN2051** Sports Marketing	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
Third Year	**Semester 1**	**BUSN2026** Developing Entrepreneurs and Small Businesses	**Sport Management Major Option topic**	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2	**BUSN3068** Sports Law	**HLPE3534** Sport Event Management and Administration	**Sport Management Major Option topic**	**2nd Major** or **Minor** or **Option**
Fourth Year	**Semester 1**	**BUSN3069** Sports Leadership and Governance	**Enrol and complete** **BUSN3100** Workplace Preparation topic (0 unit) prior to enrolling in one of the following **BUSN3044** Industry Placement **OR** **BUSN3073** Engaging with Industry	**2nd Major** or **Minor** or **Option**	**2nd Major** or **Minor** or **Option**
	Semester 2				