

Bachelor of Business (Advanced Leadership and Marketing) Study Plan



Flinders
UNIVERSITY

College of Business,
Government & Law

First Year	Semester 1	BUSN1011 Accounting for Managers	BUSN1012 Management, People & Organisations	BUSN1013 Economics for Business	BUSN1022 Marketing Principles
	Semester 2	BUSN1009 Quantitative Methods	BUSN1019 Law for Business	INNO1001 Innovative and Creative Thinking	*General or Marketing elective
Second Year	Semester 1	BUSN2019 International Business Context	BUSN2028 ** Market Research	BUSN2034 ** Interpersonal Skills for Professionals	BUSN2038 Human Resource Management**
	Semester 2	BUSN2020 Consumer Behaviour	BUSN3065 ** The Future of Work in the Digital Age	*General or Marketing elective	*General or Marketing elective
Third Year	Semester 1	BUSN3042 ** Marketing Planning and Strategy: Contemporary and Future Focused	BUSN3044 ** Industry Placement	BUSN3051 ** International Marketing	*General or Marketing elective
	Semester 2	BUSN3052 ** Leadership in Business and Society	BUSN3055 ** Strategic Management	BUSN3061A Industry Project	

** Pre-requisites apply

Please note:

- This template should be read in conjunction with the [Course Rule](#)
- Topic information can be found on the [Topic Page](#)
- Your program only allows for a maximum of 10 first year topics (e.g. BUSN1###)

Require Elective Advice? <https://students.flinders.edu.au/my-course/study-plans/elective-advice>