

Bachelor of Business (Advanced Leadership and Marketing)

Program of Study can be found here: <http://www.flinders.edu.au/courses/rules/undergrad/bbusal/bbusamk.cfm>

Topic information can be found here:

<https://www.flinders.edu.au/webapps/stusys/index.cfm/topic/main/?year=&subj=&numb=&title=&aims=&fees=Y>

Below is listed what you must complete for this course, together with study plans showing the recommended sequence of topics over six semesters if you are studying full time. The order of topics may be changed in any way you like PROVIDED that topic prerequisites have been met when you do any particular topic.

Part time students will have to spread their study over more than six semesters/three years

Semester 1 Start

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 Prerequisite BUSN1009	BUSN2034 Interpersonal Skills for Professionals Prerequisite 36 Units of Credit Completed	BUSN2038 Human Resource Management
	Semester 2	BUSN2020 Consumer Behaviour	BUSN3065 The Future of Work in the Digital Age Prerequisite 36 units of any topics	*General or Marketing elective	*General or Marketing elective
Third Year	Semester 1	BUSN3042 Strategic Marketing Prerequisite 1 of BUSN2015, BUSN2025, BUSN1022	BUSN3044 Industry Placement Prerequisite 54 units of any topic at any level.	BUSN3051 International Marketing Prerequisite 1 of: BUSN1022, BUSN2025, or 36 units of BUSN	*General or Marketing elective
	Semester 2	BUSN3052 Leadership in Business and Society Prerequisite 36 Units of any topic at any level	BUSN3055 Strategic Management Prerequisite 72 units from any topics plus 1 of BUSN1007 or BUSN1013 plus 1 of BUSN1001 or BUSN1011	BUSN3061A Industry Project	

*Two of these must be marketing specialisation elective and two should be general electives.

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Semester 2 Start

First Year	Semester 2	BUSN1009 Quantitative Methods	BUSN1019 Law for Business	INNO1001 Innovative and Creative Thinking	*General or Marketing elective
	Semester 1	BUSN1011 Accounting for Managers	BUSN1012 Management, People & Organisations	BUSN1013 Economics for Business	BUSN1022 Marketing Principles
Second Year	Semester 2	BUSN2020 Consumer Behaviour	BUSN2034 Interpersonal Skills for Professionals Prerequisite 36 Units of Credit Completed	*General or Marketing elective	*General or Marketing elective
	Semester 1	BUSN2019 International Business Context	BUSN2028 Market Research Prerequisite BUSN1009	BUSN3051 International Marketing Prerequisite 1 of: BUSN1022, BUSN2025, or 36 units of BUSN	BUSN2038 Human Resource Management
Third Year	Semester 2	*General or Marketing elective	BUSN3052 Leadership in Business and Society Prerequisite 36 Units of any topic at any level	BUSN3055 Strategic Management Prerequisite 72 units from any topics plus 1 of BUSN1007 or BUSN1013 plus 1 of BUSN1001 or BUSN1011	BUSN3065 The Future of Work in the Digital Age Prerequisite 36 units of any topics
	Semester 1	BUSN3042 Strategic Marketing Prerequisite 1 of BUSN2015, BUSN2025, BUSN1022	BUSN3044 Industry Placement Prerequisite 54 units of any topic at any level.	BUSN3061A Industry Project	

*Two of these must a marketing specialisation elective and two should be general electives.