

Bachelor of Business Economics and Bachelor of Business (Marketing) Study Planner



Flinders
UNIVERSITY

College of Business,
Government & Law

First Year	Semester 1	BUSN1001 Accounting Principles	BUSN1012 Management, People and Organisations	BUSN1013 Economics for Business	BUSN1015 Foundations of Finance
	Semester 2	BUSN1009 Quantitative Methods	BUSN1019 Law for Business	INNO1001 Innovative & Creating Thinking	Elective or Marketing elective*
Second Year	Semester 1	BUSN1022 Marketing Principles	BUSN2019 International Business Context	BUSN2028** Marketing Research	BUSN2043** Managerial Economics
	Semester 2	BUSN2020 Consumer Behaviour	BUSN2034** Interpersonal Skills for Professionals	BUSN2031** Business Forecasting	BUSN2040** Macroeconomics
Third Year	Semester 1	BUSN2024** Sustainable Resource Management	BUSN2038 Human Resource Management	BUSN3051** International Marketing	Elective or Marketing elective*
	Semester 2	BUSN2022 The Australian Economy	BUSN3037** Import-Export Theory and Practice	BUSN3043** Governance, Sustainability and Ethics	Elective or Marketing elective*
Fourth Year	Semester 1	BUSN3042 ** Marketing Planning and Strategy: Contemporary and Future Focused	BUSN3056** International Trade	Elective or Marketing elective*	Elective or Marketing elective*
	Semester 2	BUSN3055** Strategic Management	Elective or Marketing elective*	Elective or Marketing elective*	Elective or Marketing elective*

*Two should be Marketing specialisation elective, while others may be a general elective

** Pre-requisites apply

- This template should be read in conjunction with the [Course Rule](#) which is the best guide to the required topics in your combined degree.
- The Student System will treat you as being enrolled in two separate degrees and will list topics that are outside of your combined course rule. Please be careful to enrol in the correct topics.
- Topic information can be found on the [Topic Page](#)

Please note:

- This plan shows what you must complete for this course
- Your program only allows for a maximum of 13 first year topics

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