

BBUSN - Bachelor of Business Study Plan



Study Plans are available for the following Majors:

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- [Event Management & Tourism - Semester 2 Commencing \(Page 3\)](#)

- [Human Resource Management - Semester 1 Commencing \(Page 4\)](#)
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- [International Business - Semester 1 Commencing \(Page 6\)](#)
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- [Leading Change - Semester 1 Commencing \(Page 8\)](#)
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- [Management - Semester 1 Commencing \(Page 10\)](#)
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- [Marketing - Semester 1 Commencing \(Page 12\)](#)
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- [Small Business Leadership - Semester 1 Commencing \(Page 14\)](#)
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- [Sports Management - Semester 1 Commencing \(Page 16\)](#)
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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



First Year	Semester 1	BUSN1012 Managing in Modern Organisations	BUSN1020 Assessing Economic Environments	BUSN1022 Marketing Principles in the Digital Era	Option <i>Optimal choice for this major is TOUR1101</i>
	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 in 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

BBUSN Bachelor of Business
Major in Event Management & Tourism
Semester 2 Commencing



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 <i>Optimal choice for this major is TOUR1101</i>
	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 in 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**



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 in 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

BBUSN Bachelor of Business
Major in Human Resource Management
Semester 2 Commencing



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 in 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 International Business
Semester 1 Commencing**



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	2 nd Major or Minor or Option	2 nd Major or Minor or Option
	Semester 2	BUSN2039 International Business Management	BUSN2046 Managing Project, Supply Chain and Logistics	2 nd Major or Minor or Option	2 nd Major or Minor or Option
Third Year	Semester 1	BUSN3051 International Marketing	BUSN3056 International Trade	2 nd Major or Minor or Option	2 nd Major or Minor or Option
	Semester 2	Enrol in 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	2 nd Major or Minor or Option	2 nd Major or Minor or Option

BBUSN Bachelor of Business
Major in International Business
Semester 2 Commencing



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	2 nd Major or Minor or Option	2 nd Major or Minor or Option
Third Year	Semester 1	BUSN2019 International Business Context	BUSN3050 International Human Resource Management	2 nd Major or Minor or Option	2 nd Major or Minor or Option
	Semester 2	Enrol in 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	2 nd Major or Minor or Option	2 nd Major or Minor or Option
Fourth Year	Semester 1	BUSN3051 International Marketing	BUSN3056 International Trade	2 nd Major or Minor or Option	2 nd Major or Minor or Option
	Semester 2				

BBUSN Bachelor of Business
Major in Leading Change
Semester 1 Commencing



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	2 nd Major or Minor or Option	2 nd Major or Minor or Option
	Semester 2	Leading Change Major Option topic	2 nd Major or Minor or Option	2 nd Major or Minor or Option	2 nd Major or Minor or Option
Third Year	Semester 1	Enrol in BUSN3100 Workplace Preparation topic (0 unit) prior to enrolling in one of the following	Leading Change Major Option topic	2 nd Major or Minor or Option	2 nd Major or Minor or Option
		BUSN3044 Industry Placement OR BUSN3073 Engaging with Industry			
	Semester 2	BUSN3055 Using Strategy for Business Transformation	BUSN3065 AI, Cybersecurity and the Future of Work	BUSN3052 Building Leaders of the Future	2 nd Major or Minor or Option

BBUSN Bachelor of Business
Major in Leading Change
Semester 2 Commencing



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	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 in 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				

**BBUSN Bachelor of Business
Major in Management
Semester 1 Commencing**



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	2 nd Major or Minor or Option	2 nd Major or Minor or Option
	Semester 2	BUSN2039 International Business Management	BUSN1021 Organisational Behaviour	2 nd Major or Minor or Option	2 nd Major or Minor or Option
Third Year	Semester 1	Enrol in BUSN3100 Workplace Preparation topic (0 unit) prior to enrolling in one of the following	Management Major Option topic	2 nd Major or Minor or Option	2 nd Major or Minor or Option
		BUSN3044 Industry Placement OR BUSN3073 Engaging with Industry			
	Semester 2	BUSN3055 Using Strategy for Business Transformation	BUSN3052 Building Leaders of the Future	2 nd Major or Minor or Option	2 nd Major or Minor or Option

**BBUSN Bachelor of Business
Major in Management
Semester 2 Commencing**



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 in 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				

BBUSN Bachelor of Business
Major in Marketing
Semester 1 Commencing



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 and Analysis	Enrol in 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

BBUSN Bachelor of Business
Major in Marketing
Semester 2 Commencing



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 and Analysis	Enrol in 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



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 in 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

BBUSN Bachelor of Business
Major in Small Business Leadership
Semester 2 Commencing



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	2 nd Major or Minor or Option	2 nd Major or Minor or Option	2 nd 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	2 nd Major or Minor or Option
	Semester 2	BUSN3043 Governing Sustainably and Ethically	Small Business Leadership Major Year 3 Option topic	2 nd Major or Minor or Option	2 nd Major or Minor or Option
Fourth Year	Semester 1	BUSN3042 Marketing Planning and Strategy: Contemporary and Future Focused	Enrol in BUSN3100 Workplace Preparation topic (0 unit) prior to enrolling in one of the following BUSN3044 Industry Placement OR BUSN3073 Engaging with Industry	2 nd Major or Minor or Option	2 nd Major or Minor or Option
	Semester 2				

**BBUSN Bachelor of Business
Major in Sport Management
Semester 1 Commencing**



First Year	Semester 1	BUSN1012 Managing in Modern Organisations	BUSN1020 Assessing Economic Environments	BUSN1022 Marketing Principles in the Digital Era	Option <i>Optimal choice for this major is HLPE1550</i>
	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 in 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 Coaching, Management and Administration	Sport Management Major Option topic	2nd Major or Minor or Option

**BBUSN Bachelor of Business
Major in Sport Management
Semester 2 Commencing**



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 <i>Optimal choice for this major is HLPE1550</i>
	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 Coaching, Management and Administration	Sport Management Major Option topic	2nd Major or Minor or Option
Fourth Year	Semester 1	BUSN3069 Sports Leadership and Governance	Enrol in 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				