

2025 Majors & Minors

3 & 4 Year Bachelor of Business Programs

- A minor consists of 4 courses (or 48 credit points) within one discipline block. These minors will not be specified on your academic transcript or testamur.
 - You are NOT able to undertake a second major or business minor where the courses overlap with your program.
 - The courses in the major/minor are listed in the order of preferred sequence.
 - Not all courses are available every semester.
 - Students enrolled in a 4-year degree are unable to complete a second major.
 - **Please check the 'Class Search' section in Enrolment Online (EOL) to find available scheduled classes.**
 - **The below list is for students who commenced their discipline specific program pre-Semester 2, 2022.**
- For the full list of programs, please refer to the end of the document. If you are enrolled in BP343 Bachelor of Business or BP344 Bachelor of Professional Practice, please refer to the [Majors Options](#) webpage.**

Business Disciplines

Note: BP251 Bachelor of Business (Economics and Finance) comprises 12 courses in the major and does not have provision for a second major.

Note: BP134 Bachelor of Business (Economics & Finance) (Applied) comprises 14 courses in the major and does not have provision for a minor.

Accountancy

Major – Accountancy ^{1, 2, 12}	
ACCT2033	Financial Accounting and Analysis
ACCT1060	Managerial Advisory Finance <i>(previously ACCT1060 Management Accounting and Business)</i>
ACCT1048	Financial Accountability and Reporting
ACCT1064	Cost Analysis and Organisational Decisions <i>(previously ACCT1064 Cost Analysis and Applications)</i>
ACCT1014	Accounting, Behaviour and Organisations
ACCT1077	Critical Accounting Perspectives <i>(previously ACCT1077 Financial Accounting Theory)</i>
LAW2453	Taxation 1
ACCT1028	Strategic Accounting and Leadership <i>(previously ACCT1028 Performance Analysis and Simulations)</i>

¹ Not available for students enrolled in BP254 Bachelor Business (Accountancy)

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

¹² Not available for students enrolled in BP129 Bachelor Business (Professional Accountancy) (Applied)

Minor – Accounting for Managers ¹	
ACCT2033	Financial Accounting and Analysis
ACCT1060	Managerial Advisory Finance <i>(previously ACCT1060 Management Accounting and Business)</i>
ACCT1028	Strategic Accounting and Leadership <i>(previously ACCT1028 Performance Analysis and Simulations)</i>
ACCT1064	Cost Analysis and Organisational Decisions <i>(previously ACCT1064 Cost Analysis and Applications)</i>
<p>Advanced Accountancy Minors:</p> <p>The Advanced Accountancy Minors are recommended for students enrolled in BP254 Bachelor of Business (Accountancy). The Business Advisory Minor (Financial Planning), Business Advisory Minor (Small & Medium Enterprise) & Business Advisory Minor (Taxation) will not be offered from 2018. Students who have commenced these minors may continue to complete the courses within that minor.</p>	
Minor - Accounting Professional Services ¹²	
ACCT1056	Auditing <i>(previously ACCT1056 Auditing 1)</i>
LAW2450	Company and Finance Law <i>(previously LAW2450 Company Law)</i>
ACCT1081	Professional Values, Ethics and Attitudes
ACCT2211	Forensic Business Investigation

Accountancy

Minor – Business Advisory Services ^{4, 12}	
ACCT1056	Auditing <i>(previously ACCT1056 Auditing 1)</i>
LAW2450	Company and Finance Law <i>(previously LAW2450 Company Law)</i>
BAFI1014	Personal Wealth Management
ACCT2211	Forensic Business Investigations <i>(previously ACCT1022 Business Advisory Services)</i>

¹ Not available for students enrolled in BP254 Bachelor Business (Accountancy)

⁴ Not available for students enrolled in BP314 Bachelor Business (Financial Planning)

¹² Not available for students enrolled in BP129 Bachelor Business (Professional Accountancy) (Applied)

Blockchain Enabled Business

Major – Blockchain Enabled Business¹⁶

ISYS3408	Blockchain for Business
ECON1349	The Blockchain Economy
BAFI3254	Financial Instruments and Technologies
INTE2554	Blockchain Applications and Smart Contracts
LAW2556	Civil and Criminal Issues in the Digital World
BAFI3236	Cryptofinance & Cryptocurrency
ACCT2326	Accounting and Taxation in the Digital Economy <i>(previously ACCT2326 Accounting and Taxation in the Digital World)</i>
ECON1561	Blockchain Application Projects

Blockchain

Minor – Blockchain ¹⁷

INTE2554	Blockchain Applications and Smart Contracts
ISYS3408	Blockchain for Business
BAFI3236	Cryptofinance & Cryptocurrency
ECON1349	The Blockchain Economy

¹⁷ Not available for students enrolled in BP334 Bachelor of Business (Blockchain Enabled Business)

¹⁶ Not available for students enrolled in BP324 Bachelor of Business (Digital Business)

Digital Business

Major – Digital Business ^{6, 7, 9, 10, 11, 13, 14, 17}	
OMGT2324	Financial Technology
MKTG1415	Digital Marketing
ISYS1051	Digital Business Design and Innovation
ISYS2423	Information Systems Strategy (previously ISYS2423 Information Systems Strategy and Governance)
LAW2556	Civil and Criminal Issues in the Digital World
BUSM4550	Innovation Management (previously BUSM4550 Creativity, Innovation and Design)
BUSM4177	Leadership (previously BUSM4177 Leadership and Decision Making)
BUSM4729	Digital Business Transformation

Minor – Digital Business ^{6, 10, 13, 14}	
OMGT2324	Financial Technology
MKTG1415	Digital Marketing
ISYS1051	Digital Business Design and Innovation
ISYS2423	Information Systems Strategy (previously ISYS2423 Information Systems Strategy and Governance)

⁶ Not available for students enrolled in BP308 Bachelor Business (Information Systems)

⁷ Not available for students enrolled in BP253 Bachelor Business (International Business)

⁹ Not available for students enrolled in BP217 Bachelor Business (Management)

¹⁰ Not available for students enrolled in BP252 Bachelor Business (Marketing)

¹¹ Not available for students enrolled in BP027 Bachelor Business (International Business) (Applied)

¹³ Not available for students enrolled in BP138 Bachelor Business (Information Systems) (Applied)

¹⁴ Not available for students enrolled in BP141 Bachelor Business (Marketing) (Applied)

¹⁷ Not available for students enrolled in BP334 Bachelor of Business (Blockchain Enabled Business)

Economics

Major – Economics ^{2, 7, 11, 13}

ECON1048	Managerial and Business Economics <i>(previously ECON1048 Price Theory)</i>
ECON1042	Macroeconomics for Decision Making <i>(previously ECON1042 Macroeconomics 2)</i>
ECON1586	Diverse Perspectives on the World Economy <i>(replaces ECON1082 International Monetary Economics)</i>
ECON1086	Business in the Globalised Economy <i>(previously ECON1086 International Trade)</i>
ECON1061	Forecasting and Quantitative Analysis <i>(previously ECON1061 Quantitative Analysis)</i>
ECON1066	Basic Econometrics
ECON1259	Development Economics <i>(superseded ECON1039 Readings in Economics)</i>
ECON1582	International Industrial Organisation <i>(replaces HUSO1081 Asian Economic Development)</i>

Minor – Economics ^{2, 7, 11, 13}

ECON1048	Managerial and Business Economics <i>(previously ECON1048 Price Theory)</i>
ECON1042	Macroeconomics for Decision Making <i>(previously ECON1042 Macroeconomics 2)</i>
ECON1586	Diverse Perspectives on the World Economy <i>(replaces ECON1082 International Monetary Economics)</i>
ECON1086	Business in the Globalised Economy <i>(previously ECON1086 International Trade)</i>

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

⁷ Not available for students enrolled in BP253 Bachelor Business (International Business)

¹¹ Not available for students enrolled in BP027 Bachelor Business (International Business) (Applied)

¹³ Not available for students enrolled in BP138 Bachelor Business (Information Systems) (Applied)

Economics and Finance

Minor – Behavioural Business	
ECON1339	Behavioural Economics <i>(previously Behavioural Business)</i>
ECON1340	Strategic Games for Business
BAFI3259	Behavioural Finance <i>(replaces ECON1338 Behavioural Organisational Design)</i>
ECON1341	Psychology for Business Decisions
Minor – Economics and Finance ^{2, 4, 7, 11, 13}	
BAFI1002	Financial Markets and Institutions <i>(previously BAFI1002 Financial Markets)</i>
ECON1042	Macroeconomics for Decision Making <i>(previously ECON1042 Macroeconomics 2)</i>
BAFI1008	Corporate Finance <i>(previously BAFI1008 Business Finance)</i>
ECON1048	Managerial and Business Economics <i>(previously ECON1048 Price Theory)</i>

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

⁴ Not available for students enrolled in BP314 Bachelor Business (Financial Planning)

⁷ Not available for students enrolled in BP253 Bachelor Business (International Business)

¹¹ Not available for students enrolled in BP027 Bachelor Business (International Business) (Applied)

¹³ Not available for students enrolled in BP138 Bachelor Business (Information Systems) (Applied)

Entrepreneurship

Major – Entrepreneurship ^{2, 3}

BUSM1311	The Foundations of Entrepreneurship <i>(previously BUSM1311 The Entrepreneurial Process)</i>
BUSM4052	Applied Entrepreneurship
BUSM1321	Driving Innovation in Organisations <i>(previously BUSM1321 Intrapreneurship)</i>
BUSM4054	Entrepreneurship and Global Challenges <i>(previously BUSM4054 Global Entrepreneurship)</i>
BAFI1008	Corporate Finance <i>(previously BAFI1008 Business Finance) or (replaces BUSM1313 Entrepreneurial Finance)</i>
BUSM4583	Entrepreneurial and Innovation Ecosystems <i>(previously BUSM4583 Contemporary Issues in Entrepreneurship Theory and Practice) or (replaces BUSM3119 Human Resource Management)</i>
BUSM4702	Social Enterprise and Innovation <i>(previously BUSM4702 Enterprise Beyond Profit) or (replaces BUSM4053 Family Business and Entrepreneurship)</i>
BUSM1325	New Venture Creation

Minor – Entrepreneurship ³

BUSM1311	The Foundations of Entrepreneurship <i>(previously BUSM1311 The Entrepreneurial Process)</i>
BUSM4052	Applied Entrepreneurship
BUSM1321	Driving Innovation in Organisations <i>(previously BUSM1321 Intrapreneurship)</i>
BUSM4054	Entrepreneurship and Global Challenges <i>(previously BUSM4054 Global Entrepreneurship)</i>

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

³ Not available for students enrolled in BP030 Bachelor Business (Entrepreneurship)

Finance

Major – Finance ^{2, 4, 7, 11}

BAFI1002	Financial Markets and Institutions <i>(previously BAFI1002 Financial Markets)</i>
BAFI1008	Corporate Finance <i>(previously BAFI1008 Business Finance)</i>
BAFI1042	Equity Investment and Portfolio Management <i>(previously BAFI1042 Investment)</i>
BAFI3259	Behavioural Finance <i>(replaces LAW2457 Law of Investments and Financial Markets)</i>
BAFI1018	International Finance
ECON1061	Forecasting and Quantitative Analysis <i>(previously ECON1061 Quantitative Analysis)</i>
BAFI1026	Derivatives and Risk Management <i>(previously BAFI1026 Risk Management)</i>
ECON1066	Basic Econometrics <i>(previously BAFI1046 Empirical Studies in Equity Markets)</i>

Minor – Finance ^{2, 4, 7, 11}

BAFI1002	Financial Markets and Institutions <i>(previously BAFI1002 Financial Markets)</i>
BAFI1008	Corporate Finance <i>(previously BAFI1008 Business Finance)</i>
BAFI1042	Equity Investment and Portfolio Management <i>(previously BAFI1042 Investment)</i>
BAFI1026	Derivatives and Risk Management <i>(previously BAFI1026 Risk Management), or (replaces LAW2457 Law of Investments and Financial Markets)</i>

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

⁴ Not available for students enrolled in BP314 Bachelor Business (Financial Planning)

⁷ Not available for students enrolled in BP253 Bachelor Business (International Business)

¹¹ Not available for students enrolled in BP027 Bachelor Business (International Business) (Applied)

Financial Planning

Major – Financial Planning ^{2, 4, 7, 11}

BAFI1014	Personal Wealth Management
BAFI1002	Financial Markets and Institutions <i>(previously BAFI1002 Financial Markets)</i>
ACCT2286	Superannuation and Retirement
ACCT2287	Risk, Insurance and Social Society
LAW2450	Company and Finance Law <i>(previously LAW2450 Company Law) or (replaces LAW2457 Law of Investments and Financial Markets)</i>
ACCT2285	Wealth Creation and Estate Planning
BAFI1042	Equity Investment and Portfolio Management <i>(previously BAFI1042 Investment)</i>
ACCT2288	Financial Advisory Practice

Minor – Financial Planning ^{2, 4, 7, 11}

BAFI1014	Personal Wealth Management
BAFI1002	Financial Markets and Institutions <i>(previously BAFI1002 Financial Markets)</i>
ACCT2286	Superannuation and Retirement
ACCT2287	Risk, Insurance and Social Society

Minor – Financial Planning and Taxation ^{1, 2, 12}

BAFI1008	Corporate Finance <i>(previously BAFI1008 Business Finance)</i>
LAW2453	Taxation 1
ACCT1081	Professional Values, Ethics and Attitudes
LAW2466	Taxation 2

¹ Not available for students enrolled in BP254 Bachelor Business (Accountancy)

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

⁴ Not available for students enrolled in BP314 Bachelor Business (Financial Planning)

⁷ Not available for students enrolled in BP253 Bachelor Business (International Business)

¹¹ Not available for students enrolled in BP027 Bachelor Business (International Business) (Applied)

¹² Not available for students enrolled in BP129 Bachelor Business (Professional Accountancy) (Applied)

Human Resource Management

Major – Human Resource Management ^{2, 5}

BUSM3119	Human Resource Management
BUSM1080	Employment Relations
BUSM1228	People Analytics <i>(previously BUSM1228 Managing Human Performance in Organisations)</i>
BUSM3122	Work, Health, Safety & Wellbeing <i>(previously BUSM3122 Occupational Health and Safety Management)</i>
BUSM1074	Negotiation and Conflict Resolution <i>(previously BUSM1074 Negotiation and Advocacy)</i>
BUSM1137	Human Resource Development
BUSM2449	International Human Resources Management <i>(previously BUSM2449 International Human Resources)</i>
BUSM4693	Future of Work <i>(previously BUSM3125 Strategy)</i>

Minor – Human Resource Management ⁵

BUSM3119	Human Resource Management
BUSM1080	Employment Relations
BUSM1074	Negotiation and Conflict Resolution <i>(previously BUSM1074 Negotiation and Advocacy)</i>
BUSM1228	People Analytics <i>(previously BUSM1228 Managing Human Performance in Organisations)</i>

Human Resource Practice

Minor – Human Resource Practice ⁵

BUSM3119	Human Resource Management
BUSM3122	Work, Health, Safety & Wellbeing <i>(previously BUSM3122 Occupational Health & Safety Management)</i>
BUSM1137	Human Resource Development
BUSM2449	International Human Resources Management <i>(previously BUSM2449 International Human Resources)</i>

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

⁵ Not available for students enrolled in BP276 Bachelor Business (Human Resource Management)

Information Systems

Major – Information Systems ^{2, 6, 13, 16}

ISYS1051	Digital Business Design and Innovation
ISYS2421	Business Data Management <i>(previously ISYS2421 Business Data Management and Analytics)</i>
INTE2043	Business IT Infrastructure <i>(previously INTE2043 Business Information Technology)</i>
ISYS1039	Business Systems Analysis <i>(previously ISYS1039 Business Analysis and Impact Management)</i>
ISYS2047	Information Systems Solutions and Design
ISYS2452	Digital Business Project <i>(previously ISYS2452 Design Thinking and the Digital Startup)</i>
INTE2047	Digital Business Systems <i>(previously INTE2047 e-Business Systems 1)</i>
ISYS2423	Information Systems Strategy <i>(previously ISYS2423 Information Systems Strategy and Governance)</i>

Minor – Information Systems ^{6, 13}

ISYS1051	Digital Business Design and Innovation
ISYS2421	Business Data Management <i>(previously ISYS2421 Business Data Management and Analytics)</i>
ISYS1039	Business Systems Analysis <i>(previously ISYS1039 Business Analysis and Impact Management)</i>
INTE2043	Business IT Infrastructure <i>(previously INTE2043 Business Information Technology)</i>

Minor – Business Analyst ^{6, 13}

ISYS1051	Digital Business Design and Innovation
ISYS1039	Business Systems Analysis <i>(previously ISYS1039 Business Analysis and Impact Management)</i>
ISYS1049	Designing the User Systems Experience
ISYS3443	Introduction to Enterprise Artificial Intelligence <i>(previously ISYS2061 Internet for Business)</i>

Minor – Security and Risk Manager ¹³

INTE2044	Networking in Business
INTE2403	ICT Information System Security
INTE1063	Digital Business Security and Risk Management
ACCT2211	Forensic Business Investigations

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

⁶ Not available for students enrolled in BP308 Bachelor Business (Information Systems)

¹³ Not available for students enrolled in BP138 Bachelor Business (Information Systems) (Applied)

¹⁶ Not available for students enrolled in BP324 Bachelor of Business (Digital Business)

International Business

Major – International Business ^{2, 4, 7, 9, 11, 16}

BUSM1222	Global Business (previously BUSM1222 International Business)
BAFI1002	Financial Markets and Institutions (previously BAFI1002 Financial Markets) or (replaces MKTG1061 Global Marketing)
BUSM4687	Global Corporate Responsibility (previously BUSM4687 Managing International Business Responsibly) or (replaces BUSM4178 Issues in International Business)
ECON1086	Business in the Globalised Economy (previously ECON1086 International Trade) or (replaces BUSM2449 International Human Resources)
OMGT2243	Global Trade Operations (previously BUSM4054 Global Entrepreneurship)
BUSM4550	Innovation Management (previously BUSM4550 Creativity, Innovation and Design) or (replaces BUSM3125 Strategy)
BUSM4688	Cross Cultural Management (previously SOCU1016 Culture and Business Practice in Asia)
BUSM4689	Political Economy of Global Business (previously BUSM4689 Political Economy of International Business) or (replaces SOCU2112 Global Political Economy)

Minor – International Business ^{2, 4, 7, 11}

BUSM1222	Global Business (previously BUSM1222 International Business)
BAFI1002	Financial Markets and Institutions (previously BAFI1002 Financial Markets) or (replaces MKTG1061 Global Marketing)
BUSM4687	Global Corporate Responsibility (previously BUSM4687 Managing International Business Responsibly) or (replaces BUSM4178 Issues in International Business)
ECON1086	Business in the Globalised Economy (previously ECON1086 International Trade) or (replaces BUSM2449 International Human Resources)

Law

Minor – Law (No Major available in Law)

LAW2450	Company and Finance Law (previously LAW2450 Company Law)
LAW2472	Introduction to Employment Law
LAW2536	International Commercial Law
LAW2537	Intellectual Property Law

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

⁴ Not available for students enrolled in BP314 Bachelor Business (Financial Planning)

⁷ Not available for students enrolled in BP253 Bachelor Business (International Business)

⁹ Not available for students enrolled in BP217 Bachelor Business (Management)

¹¹ Not available for students enrolled in BP027 Bachelor Business (International Business) (Applied)

¹⁶ Not available for students enrolled in BP324 Bachelor of Business (Digital Business)

Logistics & Supply Chain Management

Major – Logistics & Supply Chain Management ^{2, 8, 11, 15}

OMGT1082	Introduction to Logistics and Supply Chain Management
OMGT1062	Transportation and Freight Logistics
OMGT1074	Warehouse and Distribution Channels
OMGT1070	Procurement Management and Global Sourcing
OMGT2155	Supply Chain Technologies <i>(previously OMGT2155 Business IT and Supply Chain)</i>
OMGT1039	Operations Management
OMGT1053	Strategic Supply Chain <i>(previously OMGT1053 Supply Chain Management Strategy)</i>
OMGT2146	Supply Chain Analytics <i>(previously OMGT2146 Supply Chain Analysis and Design)</i>

Minor – Global Logistics and Supply Chain Management ^{7, 11, 15}

(Recommended Minor for students enrolled in the Bachelor of Business (Logistics & Supply Chain Management) program)

OMGT2243	Global Trade Operations
ISYS2425	Intelligent Enterprise Systems <i>(previously ISYS2425 Enterprise Information Systems)</i>
OMGT1044	Retail and Service Logistics
OMGT1058	Transport Economics

Minor – Logistics and Supply Chain Management ^{8, 11, 15}

OMGT1082	Introduction to Logistics and Supply Chain Management
OMGT1062	Transportation and Freight Logistics
OMGT1070	Procurement Management and Global Sourcing
OMGT1039	Operations Management

Minor – Transport and Logistics ^{8, 15}

OMGT1082	Introduction to Logistics and Supply Chain Management
OMGT1062	Transportation and Freight Logistics
OMGT1058	Transport Economics
OMGT1074	Warehouse and Distribution Channels

Minor – E-Supply Chain Management ^{8, 11, 15}

OMGT1082	Introduction to Logistics and Supply Chain Management
OMGT2155	Supply Chain Technologies <i>(previously OMGT2155 Business IT and Supply Chain)</i>
ISYS2425	Intelligent Enterprise Systems <i>(previously ISYS2425 Enterprise Information Systems)</i>
OMGT1070	Procurement Management and Global Sourcing

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

⁷ Not available for students enrolled in BP253 Bachelor Business (International Business)

⁸ Not available for students enrolled in BP255 Bachelor Business (Logistics and Supply Chain Management)

¹¹ Not available for students enrolled in BP027 Bachelor Business (International Business) (Applied)

¹⁵ Not available for students enrolled in BP143 Bachelor Business (Logistics and Supply Chain Management) (Applied)

Management

Major – Management ^{2, 7, 9, 11}

BUSM4558	Work in Global Society
ACCT1081	Professional Values, Ethics and Attitudes <i>(previously BUSM3115 Ethics and Governance)</i>
BUSM1094	Organisations <i>(previously BUSM1094 Organisational Analysis)</i>
BUSM4177	Leadership <i>(previously BUSM4177 Leadership and Decision Making)</i>
BUSM3125	Strategy <i>(previously BUSM3125 Strategic Management)</i>
BUSM4550	Innovation Management <i>(previously BUSM4550 Creativity, Innovation and Design)</i>
BUSM4583	Entrepreneurial and Innovation Ecosystems <i>(previously BUSM4554 Contemporary Management: Issues and Challenges)</i>
BUSM4546	Organisational Experience <i>(previously BUSM4546 Management in Practice)</i>

Minor – Management ⁹

BUSM4558	Work in Global Society
ACCT1081	Professional Values, Ethics and Attitudes <i>(previously BUSM3115 Ethics and Governance)</i>
BUSM1094	Organisations <i>(previously BUSM1094 Organisational Analysis)</i>
BUSM4177	Leadership <i>(previously BUSM4177 Leadership and Decision Making)</i>

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

⁷ Not available for students enrolled in BP253 Bachelor Business (International Business)

⁹ Not available for students enrolled in BP217 Bachelor Business (Management)

¹¹ Not available for students enrolled in BP027 Bachelor Business (International Business) (Applied)

Marketing

Major – Marketing ^{2, 10, 14, 16}

MKTG1050	Buyer Behaviour
MKTG1041	Marketing Communication
MKTG1045	Market Research
MKTG1053	Services Marketing <i>(previously MKTG1053 Service Quality)</i>
MKTG1080	Applied Brand Management <i>(previously MKTG1065 B2B Marketing)</i>
MKTG1415	Digital Marketing <i>(previously MKTG1061 Global Marketing)</i>
MKTG1092	Product Innovation Management
MKTG1071	Strategic Marketing

Minor – Marketing ^{10, 14}

MKTG1050	Buyer Behaviour
MKTG1041	Marketing Communication
MKTG1045	Market Research
MKTG1053	Services Marketing <i>(previously MKTG1053 Service Quality)</i>

Minor – Marketing Extension ¹⁴

MKTG1069	Applied Marketing Management <i>(previously MKTG1069 Advanced Marketing Concepts)</i>
MKTG1048	B2B Sales Strategy <i>(previously MKTG1048 Sales Strategy and Communication Skills)</i>
MKTG1423	Marketing and Society <i>(replaces MKTG1086 Business Ethics)</i>
MKTG1087	Omnichannel Retailing <i>(previously MKTG1087 Retailing)</i>

Minor – Societal Marketing ¹⁴

MKTG1069	Applied Marketing Management <i>(previously MKTG1069 Advanced Marketing Concepts)</i>
MKTG1053	Services Marketing <i>(previously MKTG1053 Service Quality) or (replaces MKTG1086 Business Ethics)</i>
MKTG1423	Marketing and Society
BUSM4054	Entrepreneurship and Global Challenges <i>(previously BUSM4054 Global Entrepreneurship) or (replaces MKTG1061 Global Marketing)</i>

² Not available for students enrolled in BP251 Bachelor Business (Economics and Finance)

¹⁰ Not available for students enrolled in BP252 Bachelor Business (Marketing)

¹⁴ Not available for students enrolled in BP141 Bachelor Business (Marketing) (Applied)

¹⁶ Not available for students enrolled in BP324 Bachelor of Business (Digital Business)

Tourism and Hospitality Management Minor

Minor – Tourism and Hospitality Management

(Offered in Vietnam only)

BUSM4566	Tourism Planning and Resource Management
BUSM4567	Eco-tourism & Sustainable Hospitality Management
BUSM4568	Room Division Management
FOHO1024	International Food and Beverage Management

Flexible

Minor – Flexible Business Minor

Our new Flexible Business Minor allows students to curate a suite of courses suitable to their ultimate career goals. Play to your strengths, develop your weaknesses, stretch your existing knowledge or choose courses applicable to your dream career.

Select any four (or 48 credit points worth of) Business courses from the Business Majors and Minors lists or any other Business elective course including Study Tours and Internships, to craft your own unique university experience and shape your future the way you desire.

	Flexible Business Minor course
	Flexible Business Minor course
	Flexible Business Minor course
	Flexible Business Minor course

Disciplines Specific Programs

4 Year Bachelor of Business Programs

- BP129 Bachelor of Business (Professional Accountancy)
- BP138 Bachelor of Business (Information Systems) (Applied)
- BP143 Bachelor of Business (Logistics and Supply Chain Management) (Applied)
- BP027 Bachelor of Business (International Business) (Applied)
- BP134 Bachelor of Business (Economics and Finance) (Applied)
- BP141 Bachelor of Business (Marketing) (Applied)
- BP313 Bachelor of Business (Financial Planning)/Bachelor of Business (Accountancy)

3 Year Bachelor of Business Programs

- BP217 Bachelor of Business (Management)
- BP251 Bachelor of Business (Economics & Finance)
- BP252 Bachelor of Business (Marketing)
- BP253 Bachelor of Business (International Business)
- BP254 Bachelor of Business (Accountancy)
- BP255 Bachelor of Business (Logistics and Supply Chain Management)
- BP276 Bachelor of Business (Human Resource Management)
- BP308 Bachelor of Business (Information Systems)
- BP314 Bachelor of Business (Financial Planning)
- BP324 Bachelor of Business (Digital Business)
- BP334 Bachelor of Business (Blockchain Enabled Business)