



ID NAME DATE			
<b>Level I</b>			
<a href="#">ENTREP 1000</a> Business Lifecycles	<a href="#">ENTREP 1002</a> Personal Professional Development	<a href="#">ENTREP 1011</a> Entrepreneurship Foundations and Mindset	<a href="#">ECON 1008</a> Data Analytics I
<a href="#">MARKETNG 1001</a> Introduction to Marketing	<a href="#">COMMGMT 1001</a> Managing Organisations and People	<a href="#">INTBUS 1000</a> International Business Environment	<a href="#">ACCTING 1004</a> Accounting Foundations <b>or</b> ACCTING 1002 Introductory Accounting
<b>Level II</b>			
<a href="#">MARKETNG 2001</a> Digital Media in Business	<a href="#">COMMLAW 2503</a> Company and Business Law	International Business closed elective	<a href="#">INTBUS 2001</a> International Business Operations
<a href="#">MARKETNG 2506</a> Building and Managing Brands	<a href="#">MARKETNG 2501</a> Consumer Behaviour	<a href="#">COMMLAW 2502</a> Legal Aspects of International Business	<a href="#">INTBUS 3002</a> Internationalisation of Small and Medium-sized Enterprises
<b>Level III</b>			
<a href="#">MARKETNG 3007</a> Content Creation and Management	<a href="#">MARKETNG 3008</a> Data Driven Customer Engagement	<a href="#">COMMGMT 3508</a> Systems Thinking for a Complex World	<a href="#">INTBUS 3501</a> Corporate Responsibility for Global Business
<a href="#">MDIA 3341</a> Advanced Digital Promotion	<a href="#">MARKETNG 3005</a> Marketing Communications in a Digital World	<a href="#">COMMGMT 3500</a> Managing Across Cultures	3 units from: <a href="#">PROF 3500</a> Undergraduate Professions Internship <a href="#">PROF 3505</a> Undergraduate Professions Virtual Internship <a href="#">PROF 3501</a> Undergraduate Professions Internship OS <a href="#">PROF 3510</a> Industry Project <a href="#">ENTREP 3900</a> eChallenge <a href="#">ENTREP 3901</a> Tech eChallenge <a href="#">ENTREP 3902</a> Project Abroad

ALL COURSES ARE WORTH 3.00 UNITS UNLESS SPECIFIED OTHERWISE

Completed	Enrolled	To do
-----------	----------	-------

#### Academic Program

To qualify for the degree of Bachelor of Business, the student must complete satisfactorily a program of study consisting of the following requirements with a combined total of not less than 72 units, comprising:

1. Level I courses not exceeding 30 units
2. Core courses to the value of 12 units
3. A major
4. Capstone course to the value of at least 3 units
5. Broadening Electives to the value of 9 units

#### Elective courses

Students may include electives from any Undergraduate courses offered by the University that are available to the students. All students must include 9 units of Broadening Electives except for students completing a double major in Digital Marketing & Communications and International Business, Digital Marketing & Communications and Management, or International Business and Management.

International Business closed electives, 3 units from:  
 MARKETNG 3501 [Marketing to the World](#)  
 ECON 1002 [Australia in the Global Economy I](#)  
 ECON 1009 [International Financial Institutions and Markets I](#)  
 ECON 3506 [International Trade III](#)  
 POLIS 1102 [Introduction to Global Politics](#)  
 ASIA 1103 [Asia and the World](#)  
 DEVT 1001 [Introduction to International Development](#)

#### Further Information and Enrolment Advice

More information, enrolment checks and program advice can be sought from the Professions Support Hub team.

#### Faculty of the Professions Support Hub

Phone: +61 8 8313 4755

Email: [professions@ask.adelaide.edu.au](mailto:professions@ask.adelaide.edu.au)

<https://uofa.link/profstudents>