



ID NAME DATE			
<b>Level I</b>			
<b>ENTREP 1000</b> Business Lifecycles	<b>ENTREP 1002</b> Personal Professional Development	<b>ENTREP 1011</b> Entrepreneurship Foundations and Mindset	<b>ECON 1008</b> Data Analytics I
<b>MARKETNG 1001</b> Introduction to Marketing	<b>COMMGMGT 1001</b> Managing Organisations and People	<b>ACCTING 1004</b> Accounting Foundations <b>or</b> <b>ACCTING 1002</b> Introductory Accounting	Elective level I*
<b>Level II</b>			
<b>MARKETNG 2001</b> Digital Media in Business	<b>MARKETNG 2506</b> Building and Managing Brands	<b>COMMGMGT 2511</b> Business Operations Management	Management closed elective
<b>MARKETNG 2501</b> Consumer Behaviour	<b>COMMLAW 2503</b> Company and Business Law	<b>COMMGMGT 2500</b> Organisational Behaviour	<b>COMMGMGT 2512</b> Business Information Systems and Management
<b>Level III</b>			
<b>MARKETNG 3007</b> Content Creation and Management	<b>MARKETNG 3005</b> Marketing Communications in a Digital World	<b>COMMGMGT 3502</b> Human Resource Management	Management closed elective
<b>MARKETNG 3008</b> Data Driven Customer Engagement	<b>MDIA 3341</b> Advanced Digital Promotion	<b>COMMGMGT 3501</b> Strategic Management	3 units from: <b>PROF 3500</b> Undergraduate Professions Internship <b>PROF 3505</b> Undergraduate Professions Virtual Internship <b>PROF 3501</b> Undergraduate Professions Internship OS <b>PROF 3510</b> Industry Project <b>ENTREP 3900</b> eChallenge <b>ENTREP 3901</b> Tech eChallenge <b>ENTREP 3902</b> Project Abroad

Completed	Enrolled	To do
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\*Recommended ECON 1012 - Principles of Economics I

### 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.

Management closed electives, 6 units from:

- [COMMGMGT 3500](#) Managing Across Cultures
- [COMMGMGT 3506](#) Managing Conflict and Change
- [COMMGMGT 3508](#) Systems Thinking for a Complex World

### 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

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<https://uofa.link/profstudents>