

Bachelor of Business - Marketing Specialisation

HEBSBBS | HEBSBBSAD

Preston Campus

Year 1		Year 2		Exit Point - Associate Degree of Business	Year 3	
Semester 1	Semester 2	Semester 1	Semester 2		Semester 1	Semester 2
BNS101 Accounting for Managers	BNS105 Management Fundamentals	BNS201 Entrepreneurship	BNS203 Business Ethics		BNS301 Strategic Marketing	BNS303 Capstone Project
BNS102 Introduction to Information Technology	BNS106 Introduction to Business Law	BNS202 Project Management	BNS204 Business Finance		BNS302 Strategic Management	BNS304 Digital Business Communications and Design
BNS103 Marketing Principles	BNS107 Economic Principles	Elective	Elective		BNS305 Marketing Analytics	BNS306 Services Marketing
BNS104 Data Analytics	BNS108 People and Culture	Elective	Elective		Elective	Elective

- Year 1 Core
- Year 2 Core
- Year 3 Core
- Elective
- Specialisation Core

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