



# **(2786) Bachelor of Business NEW Student Advising Guide Sydney City Campus Trimester 2 2026**

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## 2786 Bachelor of Business (Accounting Specialisation)

### 2026 Trimester 2 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students in Bachelor of Business (Accounting) commencing in Trimester 2 2026 at Western Sydney University, Sydney City Campus.

This guide provides students with details of the units they will need to study to complete their degree. It is divided into 3 sections

1. **Course structure:** units divided into categories (e.g. Core, elective).
2. **Units for 2026:** units for students to enrol in 2026.
3. **Recommended sequences:** the recommended order of units a student should follow to complete their degree following the standard sequence. Sequences have been provided to assist students with planning their enrolment. For more detailed information, students can book in with their Program Convenor or a Student Advisor (see information below).

#### Study load options

Fulltime study:	Students should select 3 units per Trimester (International students are required to study a full-time load)
Part-time study:	Students should select 1-2 units per Trimester
Accelerated study:	Students should select 4 units per Trimester**

\*\*In 2026 there are two versions of the Bachelor of Business, students following the standard 3-year study plan can follow this advising guide. Students wishing to take 4 subjects per Trimester should contact [d.townsend@city.westernsydney.edu.au](mailto:d.townsend@city.westernsydney.edu.au) for advice on how to apply for the version of the bachelor of Business that allows for an accelerated progression.

#### Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including prerequisites, unit levels and assumed knowledge. <https://hbook.westernsydney.edu.au/>

#### Advanced Standing

Students who have received Advanced Standing for previous study should make sure they take into account which units they have been granted credit for, before selecting their units to study at Sydney City Campus. Students with Advanced Standing who have questions about which units to select can also contact Ms Neelam Goela, email [n.goela@city.westernsydney.edu.au](mailto:n.goela@city.westernsydney.edu.au) for personalised course advice.

For more assistance or advice on your Program, you can also make an appointment at Sydney City Campus reception to meet with a Student Adviser or via their online booking system <https://calendly.com/student-services-teams> Alternatively, you can contact them at [studentservices@city.westernsydney.edu.au](mailto:studentservices@city.westernsydney.edu.au)

For electives, students can use the handbook to search for other undergraduate subjects available at the Sydney City Campus for each Trimester. <https://hbook.westernsydney.edu.au/>

More detailed course and unit information can be found in the Western Sydney Handbook <https://studenthandbook.westernsydney.edu.au/course/2026/2786>



## Course structure

Qualification for this award requires the successful completion of 240 credit points with no less than 60 credit points at Level 3.

### Core Units (80 credit points)

ECON 1017 The Future of Business  
BUSM1050 People and Organisations  
MKTG1014 Marketing in Action  
ECON1016 Evidence based Decision Making  
BUSM1048 Professional Careers and Employability  
BUSM2050 Digital Transformation for Business  
BUSM3084 Professional Business Experience  
ECON1011 Principles of Economics\*\*

\*\*Students completing the Accounting major should complete ECON1011

### Specialisation/Major – Accounting (80 credit points)

ACCT 1005 Accounting in Context  
ACCT 1007 Financial Accounting Applications  
ACCT 2005 Techniques in Financial Accounting  
ACCT 3003 Accounting Standards and Governance  
ACCT 3001 Accounting Information Systems  
ACCT 3006 Auditing and Assurance Systems  
ACCT 3007 Corporate Accounting Systems  
ACCT 3011 The Accountant as a Consultant

### Elective units (80 credit points)

#### Elective units required for professional accounting accreditation (60 credit points)

- LAWS1001 Enterprise Law
- LAWS 2010 Law of Business Organisations
- LAWS 3070 Taxation Law
- FINC2003 Corporate Finance (UG)
- **ACCT1010 Management Accounting Fundamentals (Compulsory Elective- prerequisite for ACCT 2001)**
- **ACCT 2001 Contemporary Management Accounting (Compulsory Elective- prerequisite for ACCT 3011)**

- **Students can select other electives available at Sydney City Campus. Additional electives are listed on the handbook. The following are popular elective choices:**

BUSM 2031 Managing in the Global Business

COMM 1026 Principles of Professional Communication



## **Subjects for commencing students at Sydney City Campus in 2026 by Trimester**

The following 2026 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

### **Trimester 2 2026**

ACCT1005 Accounting in Context  
LAWS1001 Enterprise Law  
BUSM 1050 People and Organisations

### **Trimester 3 2026**

ACCT1007 Financial Accounting Applications  
ECON1011 Principles of Economics  
MKTG 1014 Marketing in Action

### **Trimester 1 2027**

ACCT2005 Techniques in Financial Accounting  
ACCT1010 Management Accounting Fundamentals COMPULSORY  
ELECTIVE  
ECON 1017 The Future of Business



## Recommended sequences

Sequence standard (3 units per Trimester)  
for students who started their degree in Trimester 2 2026

Term 2 2026	ACCT1005 Accounting in Context
Term 2 2026	LAWS1001 Enterprise Law
Term 2 2026	BUSM 1050 People and Organisations
Term 3 2026	ACCT1007 Financial Accounting Applications
Term 3 2026	ECON1011 Principles of Economics
Term 3 2026	MKTG 1014 Marketing in Action
Term 1 2027	ACCT2005 Techniques in Financial Accounting
Term 1 2027	ACCT1010 Management Accounting Fundamentals COMPULSORY ELECTIVE
Term 1 2027	ECON 1017 The Future of Business
Term 2 2027	LAWS2010 Law of Business Organisation
Term 2 2027	ACCT3003 Accounting Standards and Governance
Term 2 2027	ECON 1016 Evidence Based Decision Making
Term 3 2027	ACCT2001 Contemporary Management Accounting COMPULSORY ELECTIVE
Term 3 2027	ACCT3007 Corporate Accounting Systems
Term 3 2027	ACCT3001 Accounting Information Systems
Term 1 2028	ACCT3006 Auditing and Assurance Services
Term 1 2028	BUSM 2050 Digital Transformation for Business
Term 1 2028	BUSM 3084 Professional Business Experience
Term 2 2028	FINC 2003 Corporate Finance (UG)
Term 2 2028	BUSM1048 Professional Carers and Employability
Term 2 2028	Elective
Term 3 2028	LAWS3070 Taxation Law
Term 3 2028	ACCT3011 The Accountant as a Consultant
Term 3 2028	Elective

Code:	Core Subject	Specialisation	Accreditation Subject	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook  
<https://studenthandbook.westernsydney.edu.au/course/2026/2786>



**Sequence accelerated (4 units per Trimester)  
for students who started their degree in Trimester 2 2026**

Term 2 2026	ACCT1005 Accounting in Context
Term 2 2026	LAWS1001 Enterprise Law
Term 2 2026	BUSM 1050 People and Organisations
Term 2 2026	ECON 1016 Evidence Based Decision Making
Term 3 2026	ACCT1007 Financial Accounting Applications
Term 3 2026	ECON1011 Principles of Economics
Term 3 2026	MKTG 1014 Marketing in Action
Term 3 2026	Elective
Term 1 2027	ACCT2005 Techniques in Financial Accounting
Term 1 2027	ACCT1010 Management Accounting Fundamentals COMPULSORY ELECTIVE
Term 1 2027	ECON 1017 The Future of Business
Term 1 2027	Elective
Term 2 2027	LAWS2010 Law of Business Organisation
Term 2 2027	ACCT3003 Accounting Standards and Governance
Term 2 2027	FINC 2003 Corporate Finance (UG)
Term 2 2027	BUSM1048 Professional Carers and Employability
Term 3 2027	ACCT2001 Contemporary Management Accounting COMPULSORY ELECTIVE
Term 3 2027	ACCT3007 Corporate Accounting Systems
Term 3 2027	ACCT3001 Accounting Information Systems
Term 3 2027	LAWS3070 Taxation Law
Term 1 2028	ACCT3006 Auditing and Assurance Services
Term 1 2028	BUSM 2050 Digital Transformation for Business
Term 1 2028	BUSM 3084 Professional Business Experience
Term 1 2028	ACCT3011 The Accountant as a Consultant

Code:	Core Subject	Specialisation	Accreditation Subject	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook  
<https://studenthandbook.westernsydney.edu.au/course/2026/2786>



## 2786 Bachelor of Business (Applied Finance and FinTech Specialisation)

### 2026 Trimester 2 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (Applied Finance) in Trimester 2 2026 at Western Sydney University, Sydney City Campus.

This guide provides students with details of the units they will need to study to complete their degree. It is divided into 3 sections

1. **Course structure:** units divided into categories (e.g. Core. Professional, Major, elective).
2. **Units for 2026: units for students to enrol in 2026.**
3. **Recommended sequences:** the recommended order of units a student should follow to complete their degree. Sequences have been provided to assist students with planning their enrolment. For more detailed information, students can book in with their Program Convenor or a Student Advisor (see information below).

#### Study load options

Fulltime study:	Students should select 3 units per Trimester (International students are required to study a full-time load)
Part-time study:	Students should select 1-2 units per Trimester
Accelerated study:	Students should select 4 units per Trimester**

\*\*In 2026 there are two versions of the Bachelor of Business, students following the standard 3-year study plan can follow this advising guide. Students wishing to take 4 subjects per Trimester should contact [d.townsend@city.westernsydney.edu.au](mailto:d.townsend@city.westernsydney.edu.au) for advice on how to apply for the version of the bachelor of Business that allows for an accelerated progression.

#### Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including prerequisites, unit levels and assumed knowledge. <https://hbook.westernsydney.edu.au/>

#### Advanced Standing

Students who have received Advanced Standing for previous study should make sure they take into account which units they have been granted credit for, before selecting their units to study at Sydney City Campus. Students with Advanced Standing who have questions about which units to select can also contact Ms Neelam Goela, email [n.goela@city.westernsydney.edu.au](mailto:n.goela@city.westernsydney.edu.au) for personalised course advice.

For more assistance or advice on your Program, you can also make an appointment at Sydney City Campus reception to meet with a Student Adviser or via their online booking system <https://calendly.com/student-services-teams> Alternatively, you can contact them at [studentservices@city.westernsydney.edu.au](mailto:studentservices@city.westernsydney.edu.au)

For electives, students can use the handbook to search for other undergraduate subjects available at the Sydney City Campus for each Trimester. <https://hbook.westernsydney.edu.au/>

More detailed course and unit information can be found in the Western Sydney Handbook <https://studenthandbook.westernsydney.edu.au/course/2026/2786>



## Course structure

Qualification for this award requires the successful completion of 240 credit points with no less than 60 credit points at Level 3.

### Core Units (80 credit points)

ECON 1017 The Future of Business  
BUSM1050 People and Organisations  
MKTG1014 Marketing in Action  
ECON1016 Evidence based Decision Making  
BUSM1048 Professional Careers and Employability  
BUSM2050 Digital Transformation for Business  
BUSM3084 Professional Business Experience  
FINC1005 Financial Foundations

### Specialisation/Major – Applied Finance and FinTech (80 credit points)

FINC1006 Financial Institutions and Technology  
FINC2003 Corporate Finance  
FINC3015 Security Analysis and Business Valuation  
FINC3018 Investment Analysis  
FINC3022 Banking and Finance  
FINC3020 Global Finance  
FINC3021 Financial Modelling and Fintech  
FINC3019 Applied Finance and FinTech Engagement Project

### Elective units (80 credit points)

Students can select other electives available at Sydney City Campus. Additional electives are listed on the handbook. The following are popular elective choices:

LAWS1001 Enterprise Law  
BUSM2031 Managing in the Global Environment  
COMM 1026 Principles of Professional Communication  
HUMN 1041 People, Place and Social Difference  
Any other elective available at Sydney City Campus



## **Subjects for commencing students at Sydney City Campus in 2026 by Trimester**

The following 2026 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

### **Trimester 2 2026**

FINC 1005 Financial Foundations  
FINC 1006 Financial Institutions and Technology  
ECON 1016 Evidence Based Decision Making

### **Trimester 3 2026**

MKTG 1014 Marketing in Action  
FINC 2003 Corporate Finance (UG)  
ECON 1017 The Future of Business

### **Trimester 1 2027**

BUSM 1050 People and Organisations  
BUSM 2050 Digital Transformation for Business  
Elective



## Recommended sequences

Sequence standard (3 units per Trimester)  
for students who started their degree in Trimester 2 2026

Term 2 2026	FINC 1005 Financial Foundations
Term 2 2026	FINC 1006 Financial Institutions and Technology
Term 2 2026	ECON 1016 Evidence Based Decision Making
Term 3 2026	MKTG 1014 Marketing in Action
Term 3 2026	FINC 2003 Corporate Finance (UG)
Term 3 2026	ECON 1017 The Future of Business
Term 1 2027	BUSM 1050 People and Organisations
Term 1 2027	BUSM 2050 Digital Transformation for Business
Term 1 2027	Elective
Term 2 2027	FINC 3021 Financial Modelling and FinTech
Term 2 2027	BUSM 1048 Professional Careers and Employability
Term 2 2027	Elective
Term 3 2027	FINC 3015 Security Analysis and Business Valuation
Term 3 2027	Elective
Term 3 2027	Elective
Term 1 2028	FINC 3022 Banking and Finance
Term 1 2028	BUSM 3084 Professional Business Experience
Term 1 2028	Elective
Term 2 2028	FINC 3019 Applied Finance and Fintech Engagement Project
Term 2 2028	FINC 3020 Global Finance
Term 2 2028	Elective
Term 3 2028	FINC 3018 Investment Analysis
Term 3 2028	Elective
Term 3 2028	Elective

Code:	Core	Specialisation	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook  
<https://studenthandbook.westernsydney.edu.au/course/2026/2786>



**Sequence Accelerated (4 units per Trimester)  
for students who started their degree in Trimester 2 2026**

Term 2 2026	FINC 1005 Financial Foundations
Term 2 2026	FINC 1006 Financial Institutions and Technology
Term 2 2026	ECON 1016 Evidence Based Decision Making
Term 2 2026	Elective
Term 3 2026	MKTG 1014 Marketing in Action
Term 3 2026	FINC 2003 Corporate Finance (UG)
Term 3 2026	ECON 1017 The Future of Business
Term 3 2026	Elective
Term 1 2027	BUSM 1050 People and Organisations
Term 1 2027	BUSM 2050 Digital Transformation for Business
Term 1 2027	Elective
Term 1 2027	Elective
Term 2 2027	FINC 3021 Financial Modelling and FinTech
Term 2 2027	BUSM 1048 Professional Careers and Employability
Term 2 2027	FINC 3019 Applied Finance and Fintech Engagement Project
Term 2 2027	FINC 3020 Global Finance
Term 3 2027	FINC 3015 Security Analysis and Business Valuation
Term 3 2027	FINC 3018 Investment Analysis
Term 3 2027	Elective
Term 3 2027	Elective
Term 1 2028	BUSM 3084 Professional Business Experience
Term 1 2028	FINC 3022 Banking and Finance
Term 1 2028	Elective
Term 1 2028	Elective

Code:	Core	Specialisation	Elective
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## 2786 Bachelor of Business (International Business Specialisation)

### 2026 Trimester 2 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (International Business) in Trimester 2 2026 at Western Sydney University, Sydney City Campus.

This guide provides students with details of the units they will need to study to complete their degree. It is divided into 3 sections

1. **Course structure:** units divided into categories (e.g. Core. Professional, Major, elective).
2. **Units for 2026: units for students to enrol in 2026.**
3. **Recommended sequences:** the recommended order of units a student should follow to complete their degree. Sequences have been provided to assist students with planning their enrolment. For more detailed information, students can book in with their Program Convenor or a Student Advisor (see information below).

#### Study load options

Fulltime study:	Students should select 3 units per Trimester (International students are required to study a full-time load)
Part-time study:	Students should select 1-2 units per Trimester
Accelerated study:	Students should select 4 units per Trimester**

\*\*In 2026 there are two versions of the Bachelor of Business, students following the standard 3-year study plan can follow this advising guide. Students wishing to take 4 subjects per Trimester should contact [d.townsend@city.westernsydney.edu.au](mailto:d.townsend@city.westernsydney.edu.au) for advice on how to apply for the version of the bachelor of Business that allows for an accelerated progression.

#### Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including prerequisites, unit levels and assumed knowledge. <https://hbook.westernsydney.edu.au/>

#### Advanced Standing

Students who have received Advanced Standing for previous study should make sure they take into account which units they have been granted credit for, before selecting their units to study at Sydney City Campus. Students with Advanced Standing who have questions about which units to select can also contact Daniel Townsend, email [d.townsend@city.westernsydney.edu.au](mailto:d.townsend@city.westernsydney.edu.au) for personalised course advice.

For more assistance or advice on your Program, you can also make an appointment at Sydney City Campus reception to meet with a Student Adviser or via their online booking system <https://calendly.com/student-services-teams> Alternatively, you can contact them at [studentservices@city.westernsydney.edu.au](mailto:studentservices@city.westernsydney.edu.au)

For electives, students can use the handbook to search for other undergraduate subjects available at the Sydney City Campus for each Trimester. <https://hbook.westernsydney.edu.au/>

More detailed course and unit information can be found in the Western Sydney Handbook <https://studenthandbook.westernsydney.edu.au/course/2026/2786>



## Course structure

Qualification for this award requires the successful completion of 240 credit points with no less than 60 credit points at Level 3.

### Core Units (80 credit points)

ECON 1017 The Future of Business  
FINC1005 Financial Foundations  
BUSM1050 People and Organisations  
MKTG1014 Marketing in Action  
ECON1016 Evidence based Decision Making  
BUSM1048 Professional Careers and Employability  
BUSM2050 Digital Transformation for Business  
BUSM3084 Professional Business Experience

### Specialisation/Major – International Business (80 credit points)

BUSM1015 Introduction to International Business  
MKTG3007 International Marketing  
BUSM3087 Special Topics in International Business  
BUSM3086 Global Strategies in the Digital Era  
BUSM 3031 International Business Strategy  
BUSM3030 International Business Project

#### Choose 1 of:

BUSM 2031 Managing in the Global Environment  
MKTG2014 Customer Insights and Analytics

#### Choose 1 of:

HUMN 3043 Globalisation and Sustainability  
MKTG 3017 The Markets of Asia

### Elective units (80 credit points)

Students can select other electives available at Sydney City Campus. Additional electives are listed on the handbook. The following are popular elective choices:

LAWS1001 Enterprise Law  
COMM 1026 Principles of Professional Communication  
HUMN 1041 People, Place and Social Difference  
Any other elective available at Sydney City Campus



## **Subjects for commencing students at Sydney City Campus in 2026 by Trimester**

The following 2026 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

### **Trimester 2 2026**

FINC 1005 Financial Foundations  
BUSM 2031 Managing in the Global Environment  
BUSM 1050 People and Organisations

### **Trimester 3 2026**

ECON 1017 The Future of Business  
MKTG 1014 Marketing in Action  
BUSM 1015 Introduction to International Business

### **Trimester 1 2027**

BUSM 2050 Digital Transformation for Business  
MKTG 3007 International Marketing  
Elective



## Recommended sequences

Sequence standard (3 units per Trimester)  
for students who started their degree in Trimester 2 2026

Term 2 2026	FINC 1005 Financial Foundations
Term 2 2026	BUSM 2031 Managing in the Global Environment
Term 2 2026	BUSM 1050 People and Organisations
Term 3 2026	ECON 1017 The Future of Business
Term 3 2026	MKTG 1014 Marketing in Action
Term 3 2026	BUSM 1015 Introduction to International Business
Term 1 2027	BUSM 2050 Digital Transformation for Business
Term 1 2027	MKTG 3007 International Marketing
Term 1 2027	Elective
Term 2 2027	BUSM 1048 Professional Careers and Employability
Term 2 2027	ECON 1016 Evidence Based Decision Making
Term 2 2027	MKTG 3017 The Markets of Asia
Term 3 2027	BUSM 3031 International Business Strategy
Term 3 2027	Elective or HUMN 3043 Globalisation and Sustainability**
Term 3 2027	Elective
Term 1 2028	BUSM 3087 Special Topics in International Business
Term 1 2028	BUSM 3084 Professional Business Experience
Term 1 2028	Elective
Term 2 2028	BUSM 3086 Global Strategies in the Digital Era
Term 2 2028	Elective
Term 2 2028	Elective
Term 3 2028	BUSM 3030 International Business Project
Term 3 2028	Elective
Term 3 2028	Elective

\*\* Alternate subject for MKTG3017

Code:	Core	Specialisation	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook  
<https://studenthandbook.westernsydney.edu.au/course/2026/2786>



**Sequence accelerated (4 units per Trimester)  
for students who started their degree in Trimester 2 2026**

Term 2 2026	FINC 1005 Financial Foundations
Term 2 2026	BUSM 2031 Managing in the Global Environment
Term 2 2026	BUSM 1050 People and Organisations
Term 2 2026	Elective
Term 3 2026	ECON 1017 The Future of Business
Term 3 2026	MKTG 1014 Marketing in Action
Term 3 2026	BUSM 1015 Introduction to International Business
Term 3 2026	Elective
Term 1 2027	BUSM 2050 Digital Transformation for Business
Term 1 2027	MKTG 3007 International Marketing
Term 1 2027	Elective
Term 1 2027	Elective
Term 2 2027	BUSM 1048 Professional Careers and Employability
Term 2 2027	ECON 1016 Evidence Based Decision Making
Term 2 2027	MKTG 3017 The Markets of Asia
Term 2 2027	BUSM 3086 Global Strategies in the Digital Era
Term 3 2027	BUSM 3031 International Business Strategy
Term 3 2027	Elective or HUMN 3043 Globalisation and Sustainability**
Term 3 2027	BUSM 3030 International Business Project
Term 3 2027	Elective
Term 1 2028	BUSM 3087 Special Topics in International Business
Term 1 2028	BUSM 3084 Professional Business Experience
Term 1 2028	Elective
Term 1 2028	Elective



## 2786 Bachelor of Business (Management Specialisation)

### 2026 Trimester 2 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (Management) in Trimester 2 2026 at Western Sydney University, Sydney City Campus.

This guide provides students with details of the units they will need to study to complete their degree. It is divided into 3 sections

1. **Course structure:** units divided into categories (e.g. Core. Professional, Major, elective).
2. **Units for 2026:** units for students to enrol in 2026.
3. **Recommended sequences:** the recommended order of units a student should follow to complete their degree. Sequences have been provided to assist students with planning their enrolment. For more detailed information, students can book in with their Program Convenor or a Student Advisor (see information below).

#### Study load options

Fulltime study:	Students should select 3 units per Trimester (International students are required to study a full-time load)
Part-time study:	Students should select 1-2 units per Trimester
Accelerated study:	Students should select 4 units per Trimester**

\*\*In 2026 there are two versions of the Bachelor of Business, students following the standard 3-year study plan can follow this advising guide. Students wishing to take 4 subjects per Trimester should contact [d.townsend@city.westernsydney.edu.au](mailto:d.townsend@city.westernsydney.edu.au) for advice on how to apply for the version of the bachelor of Business that allows for an accelerated progression.

#### Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including prerequisites, unit levels and assumed knowledge. <https://hbook.westernsydney.edu.au/>

#### Advanced Standing

Students who have received Advanced Standing for previous study should make sure they take into account which units they have been granted credit for, before selecting their units to study at Sydney City Campus. Students with Advanced Standing who have questions about which units to select can also contact Daniel Townsend, email [d.townsend@city.westernsydney.edu.au](mailto:d.townsend@city.westernsydney.edu.au) for personalised course advice.

For more assistance or advice on your Program, you can also make an appointment at Sydney City Campus reception to meet with a Student Adviser or via their online booking system <https://calendly.com/student-services-teams> Alternatively, you can contact them at [studentservices@city.westernsydney.edu.au](mailto:studentservices@city.westernsydney.edu.au)

For electives, students can use the handbook to search for other undergraduate subjects available at the Sydney City Campus for each Trimester. <https://hbook.westernsydney.edu.au/>

More detailed course and unit information can be found in the Western Sydney Handbook <https://studenthandbook.westernsydney.edu.au/course/2026/2786>



## Course structure

Qualification for this award requires the successful completion of 240 credit points with no less than 60 credit points at Level 3.

### Core Units (80 credit points)

ECON 1017 The Future of Business  
FINC1005 Financial Foundations  
BUSM1050 People and Organisations  
MKTG1014 Marketing in Action  
ECON1016 Evidence based Decision Making  
BUSM1048 Professional Careers and Employability  
BUSM2050 Digital Transformation for Business  
BUSM3084 Professional Business Experience

### Specialisation/Major – Management (80 credit points)

BUSM1026 Organisational Behaviour  
BUSM2031 Managing in the Global Environment  
BUSM2052 Business and Society  
BUSM3092 Organisational Transformation  
BUSM3045 Managing Operations  
BUSM3069 Strategic Management  
BUSM3004 Contemporary People Management

### Choose 1 of:

BUSM3093 Leading Organisational Change  
BUSM3091 Innovation and Entrepreneurship

### Elective units (80 credit points)

Students can select other electives available at Sydney City Campus. Additional electives are listed on the handbook. The following are popular elective choices:

LAWS1001 Enterprise Law  
COMM 1026 Principles of Professional Communication  
HUMN 1041 People, Place and Social Difference

Any other elective available at Sydney City Campus



## **Subjects for commencing students at Sydney City Campus in 2026 by Trimester**

The following 2026 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

### **Trimester 2 2026**

FINC 1005 Financial Foundations  
BUSM 2031 Managing in the Global Environment  
BUSM 1050 People and Organisations

### **Trimester 3 2026**

ECON 1016 Evidence Based Decision Making  
MKTG 1014 Marketing in Action  
BUSM 1026 Organisational Behaviour

### **Trimester 1 2027**

ECON 1017 The Future of Business  
BUSM 2050 Digital Transformation for Business  
Elective



## Recommended sequences

Sequence standard (3 units per Trimester)  
for students who started their degree in Trimester 2 2026

Term 2 2026	FINC 1005 Financial Foundations
Term 2 2026	BUSM 2031 Managing in the Global Environment
Term 2 2026	BUSM 1050 People and Organisations
Term 3 2026	ECON 1016 Evidence Based Decision Making
Term 3 2026	MKTG 1014 Marketing in Action
Term 3 2026	BUSM 1026 Organisational Behaviour
Term 1 2027	ECON 1017 The Future of Business
Term 1 2027	BUSM 2050 Digital Transformation for Business
Term 1 2027	Elective
Term 2 2027	BUSM 1048 Professional Careers and Employability
Term 2 2027	BUSM 3092 Organisational Transformation
Term 2 2027	Elective
Term 3 2027	BUSM 2052 Business and Society
Term 3 2027	BUSM 3069 Strategic Management
Term 3 2027	Elective
Term 1 2028	BUSM 3091 Innovation and Entrepreneurship or BUSM 3093 Leading Organisational Change
Term 1 2028	BUSM 3084 Professional Business Experience
Term 1 2028	Elective
Term 2 2028	BUSM 3004 Contemporary Management Issues
Term 2 2028	BUSM 3045 Managing Operations
Term 2 2028	Elective
Term 3 2028	Elective
Term 3 2028	Elective
Term 3 2028	Elective

Code:	Core	Specialisation	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook  
<https://studenthandbook.westernsydney.edu.au/course/2026/2786>



**Sequence accelerated (4 units per Trimester)  
for students who started their degree in Trimester 2 2026**

Term 2 2026	FINC 1005 Financial Foundations
Term 2 2026	BUSM 2031 Managing in the Global Environment
Term 2 2026	BUSM 1050 People and Organisations
Term 2 2026	Elective
Term 3 2026	ECON 1016 Evidence Based Decision Making
Term 3 2026	MKTG 1014 Marketing in Action
Term 3 2026	BUSM 1026 Organisational Behaviour
Term 3 2026	Elective
Term 1 2027	ECON 1017 The Future of Business
Term 1 2027	BUSM 2050 Digital Transformation for Business
Term 1 2027	Elective
Term 1 2027	Elective
Term 2 2027	BUSM 1048 Professional Careers and Employability
Term 2 2027	BUSM 3092 Organisational Transformation
Term 2 2027	BUSM 3004 Contemporary Management Issues
Term 2 2027	BUSM 3045 Managing Operations
Term 3 2027	BUSM 2052 Business and Society
Term 3 2027	BUSM 3069 Strategic Management
Term 3 2027	Elective
Term 3 2027	Elective
Term 1 2028	BUSM 3091 Innovation and Entrepreneurship or BUSM 3093 Leading Organisational Change
Term 1 2028	BUSM 3084 Professional Business Experience
Term 1 2028	Elective
Term 1 2028	Elective

Code:	Core	Specialisation	Elective
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## 2786 Bachelor of Business (Marketing and MarTech Specialisation)

### 2026 Trimester 2 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (Marketing) in Trimester 2 2026 at Western Sydney University, Sydney City Campus.

This guide provides students with details of the units they will need to study to complete their degree. It is divided into 3 sections

1. **Course structure:** units divided into categories (e.g. Core. Professional, Major, elective).
2. **Units for 2026:** units for students to enrol in 2026.
3. **Recommended sequences:** the recommended order of units a student should follow to complete their degree. Sequences have been provided to assist students with planning their enrolment. For more detailed information, students can book in with their Program Convenor or a Student Advisor (see information below).

#### Study load options

Fulltime study:	Students should select 3 units per Trimester (International students are required to study a full-time load)
Part-time study:	Students should select 1-2 units per Trimester
Accelerated study:	Students should select 4 units per Trimester**

\*\*In 2026 there are two versions of the Bachelor of Business, students following the standard 3-year study plan can follow this advising guide. Students wishing to take 4 subjects per Trimester should contact [d.townsend@city.westernsydney.edu.au](mailto:d.townsend@city.westernsydney.edu.au) for advice on how to apply for the version of the bachelor of Business that allows for an accelerated progression.

#### Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including prerequisites, unit levels and assumed knowledge. <https://hbook.westernsydney.edu.au/>

#### Advanced Standing

Students who have received Advanced Standing for previous study should make sure they take into account which units they have been granted credit for, before selecting their units to study at Sydney City Campus. Students with Advanced Standing who have questions about which units to select can also contact Daniel Townsend, email [d.townsend@city.westernsydney.edu.au](mailto:d.townsend@city.westernsydney.edu.au) for personalised course advice.

For more assistance or advice on your Program, you can also make an appointment at Sydney City Campus reception to meet with a Student Adviser or via their online booking system <https://calendly.com/student-services-teams> Alternatively, you can contact them at [studentservices@city.westernsydney.edu.au](mailto:studentservices@city.westernsydney.edu.au)

For electives, students can use the handbook to search for other undergraduate subjects available at the Sydney City Campus for each Trimester. <https://hbook.westernsydney.edu.au/>

More detailed course and unit information can be found in the Western Sydney Handbook <https://studenthandbook.westernsydney.edu.au/course/2026/2786>



## Course structure

Qualification for this award requires the successful completion of 240 credit points with no less than 60 credit points at Level 3.

### Core Units (80 credit points)

ECON1017 The Future of Business  
FINC1005 Financial Foundations  
BUSM1050 People and Organisations  
MKTG1014 Marketing in Action  
ECON1016 Evidence based Decision Making  
BUSM1048 Professional Careers and Employability  
BUSM2050 Digital Transformation for Business  
BUSM3084 Professional Business Experience

### Specialisation/Major – Marketing (80 credit points)

MKTG 1011 Fundamentals of Marketing Analytics  
MKTG 2010 Customer Experience Fundamentals  
MKTG2014 Customer Insights and Analytics  
MKTG3024 Applied Digital Marketing  
MKTG3026 Omnichannel and Marketing Technologies  
MKTG3016 Strategic Marketing Management  
MKTG3009 Marketing Planning Project

### Choose 1 of:

MKTG3007 International Marketing  
MKTG3025 Integrated Brand Strategies

### Elective units (80 credit points)

Students can select other electives available at Sydney City Campus. Additional electives are listed on the handbook. The following are popular elective choices:

LAWS1001 Enterprise Law  
BUSM2031 Managing in the Global Environment  
COMM 1026 Principles of Professional Communication  
HUMN 1041 People, Place and Social Difference

Any other elective available at Sydney City Campus



## **Subjects for commencing students at Sydney City Campus in 2026 by Trimester**

The following 2026 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

### **Trimester 2 2026**

FINC 1005 Financial Foundations  
BUSM 1050 People and Organisations  
MKTG1011 Fundamentals of Marketing Analytics

### **Trimester 3 2026**

ECON 1016 Evidence Based Decision Making  
MKTG 1014 Marketing in Action  
MKTG 2010 Customer Experience Fundamentals

### **Trimester 1 2027**

ECON 1017 The Future of Business  
MKTG 2014 Customer Insights and Analytics  
Electives



## Recommended sequences

Sequence standard (3 units per Trimester)  
for students who started their degree in Trimester 2 2026

Term 2 2026	FINC 1005 Financial Foundations
Term 2 2026	BUSM 1050 People and Organisations
Term 2 2026	MKTG1011 Fundamentals of Marketing Analytics
Term 3 2026	ECON 1016 Evidence Based Decision Making
Term 3 2026	MKTG 1014 Marketing in Action
Term 3 2026	MKTG 2010 Customer Experience Fundamentals
Term 1 2027	ECON 1017 The Future of Business
Term 1 2027	MKTG 2014 Customer Insights and Analytics
Term 1 2027	Electives
Term 2 2027	BUSM 1048 Professional Careers and Employability
Term 2 2027	MKTG 3025 Integrated Brand Strategies**
Term 2 2027	MKTG3026 Omnichannel and Marketing Technologies
Term 3 2027	
Term 3 2027	BUSM 2050 Digital Transformation for Business
Term 3 2027	Electives
Term 1 2028	BUSM 3084 Professional Business Experience
Term 1 2028	MKTG 3024 Applied Digital Marketing
Term 1 2028	Elective or MKTG3007 International Marketing**
Term 2 2028	MKTG 3009 Marketing Planning Project
Term 2 2028	Electives
Term 2 2028	Electives
Term 3 2028	Electives
Term 3 2028	Electives
Term 3 2028	Electives

\*\*Alternate Subject for MKTG3025

Code:	Core	Specialisation	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook  
<https://studenthandbook.westernsydney.edu.au/course/2026/2786>



**Sequence accelerated (4 units per Trimester)  
for students who started their degree in Trimester 2 2026**

Term 2 2026	FINC 1005 Financial Foundations
Term 2 2026	BUSM 1050 People and Organisations
Term 2 2026	MKTG1011 Fundamentals of Marketing Analytics
Term 2 2026	Electives
Term 3 2026	ECON 1016 Evidence Based Decision Making
Term 3 2026	MKTG 1014 Marketing in Action
Term 3 2026	MKTG 2010 Customer Experience Fundamentals
Term 3 2026	Electives
Term 1 2027	ECON 1017 The Future of Business
Term 1 2027	MKTG 2014 Customer Insights and Analytics
Term 1 2027	Electives
Term 1 2027	Electives
Term 2 2027	BUSM 1048 Professional Careers and Employability
Term 2 2027	MKTG 3025 Integrated Brand Strategies**
Term 2 2027	MKTG3026 Omnichannel and Marketing Technologies
Term 2 2027	MKTG 3009 Marketing Planning Project
Term 3 2027	MKTG 3016 Strategic Marketing Management
Term 3 2027	BUSM 2050 Digital Transformation for Business
Term 3 2027	Electives
Term 3 2027	Electives
Term 1 2028	BUSM 3084 Professional Business Experience
Term 1 2028	MKTG 3024 Applied Digital Marketing
Term 1 2028	Elective or MKTG3007 International Marketing**
Term 1 2028	Electives

Code:	Core	Specialisation	Elective
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