



(2786) Bachelor of Business NEW Student Advising Guide Sydney City Campus Trimester 3 2024

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2786 Bachelor of Business (Accounting Specialisation)

2024 Trimester 3 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students in Bachelor of Business (Accounting) commencing in Trimester 3 2024 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 2024: units for students to enrol in 2024.**
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*

*Students should only consider taking 4 units per Trimester once they have completed at least one Trimester of study at Sydney City Campus.

Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including perquisites, 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 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

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://hbook.westernsydney.edu.au/programs/bachelor-business/>



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 (40 credit points)

LAWS 1001 Enterprise Law
BUSM 1010 Financing Enterprises
BUSM 1006 Enterprise Innovation and Markets
BUSM 1008 Enterprise Leadership

Professional Units for Careers in Money (40 credit points)

BUSM 2041 Working in Professions
BUSM 3028 Innovation, Enterprise and Society
ACCT 3011 The Accountant as a Consultant
MATH 1030 Statistics for Business

Specialisation/Major – Accounting (80 credit points)

ACCT 1005 Accounting in Context
ACCT 1007 Financial Accounting Applications
FINC 1001 Management Accounting Fundamentals
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

Elective units (80 credit points)

- **Elective units required for professional accounting accreditation**

ACCT 2001 Contemporary Management Accounting (Compulsory Elective- prerequisite for ACCT 3011)

LAWS 2010 Law of Business Organisations

LAWS 3070 Taxation Law

ECON 2002 Corporate Financial Management

- **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

MKTG 1006 Marketing Principles

COMM 1026 Principles of Professional Communication



Subjects for commencing students at Sydney City Campus in 2024 by Trimester

The following 2024 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

Trimester 3 2024

LAWS1001 Enterprise Law
ACCT1005 Accounting in Context
MATH1030 Statistics for Business

If students wish to accelerate their degree, they may enrol in the following 4th unit elective

Trimester 1 2025

BUSM1010 Financing Enterprises
ACCT1007 Financial Accounting Applications
LAWS2010 Law of Business Organisations

If students wish to accelerate their degree, they may enrol in the following 4th unit Elective

Trimester 2 2025

BUSM1006 Enterprise Innovation and Markets
ACCT2005 Techniques in Financial Accounting
ACCT1010 Management Accounting Fundamentals

If students wish to accelerate their degree, they may enrol in the following 4th unit BUSM1008 Enterprise Leadership



Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 3 2024

Term 3 2024	ACCT1005 Accounting in Context
Term 3 2024	LAWS1001 Enterprise Law
Term 3 2024	MATH1030 Statistics for Business
Term 1 2025	ACCT1007 Financial Accounting Applications
Term 1 2025	BUSM1010 Financing Enterprises
Term 1 2025	LAWS2010 Law of Business Organisation
Term 2 2025	ACCT2005 Techniques in Financial Accounting
Term 2 2025	ACCT1010 Management Accounting Fundamentals
Term 2 2025	BUSM1006 Enterprise Innovation and Markets
Term 3 2025	ACCT3001 Accounting Information Systems
Term 3 2025	ACCT3003 Accounting Standards and Governance
Term 3 2025	ACCT2001 Contemporary Management Accounting COMPULSORY ELECTIVE
Term 1 2026	ACCT3007 Corporate Accounting Systems
Term 1 2026	ACCT3011 The Accountant as a Consultant
Term 1 2026	BUSM2041 Working in Professions
Term 2 2026	ACCT3006 Auditing and Assurance Services
Term 2 2026	BUSM1008 Enterprise Leadership
Term 2 2026	ECON2002 Corporate Financial Management
Term 3 2026	LAWS3070 Taxation Law
Term 3 2026	BUSM3028 Innovation, Enterprise and Society
Term 3 2026	Elective
Term 1 2027	Elective
Term 1 2027	Elective
Term 1 2027	Elective

Code:	Core	Specialisation	Professional	Accreditation	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook
<https://hbook.westernsydney.edu.au/programs/bachelor-business/>



**Accelerated Sequence (4 units per Trimester)
for students who started their degree in Trimester 3 2024**

Term 3 2024	ACCT1005 Accounting in Context
Term 3 2024	Elective
Term 3 2024	LAWS1001 Enterprise Law
Term 3 2024	MATH1030 Statistics for Business
Term 1 2025	ACCT1007 Financial Accounting Applications
Term 1 2025	BUSM1010 Financing Enterprises
Term 1 2025	Elective
Term 1 2025	LAWS2010 Law of Business Organisation
Term 2 2025	ACCT2005 Techniques in Financial Accounting
Term 2 2025	ACCT1010 Management Accounting Fundamentals
Term 2 2025	BUSM1006 Enterprise Innovation and Markets
Term 2 2025	BUSM1008 Enterprise Leadership
Term 3 2025	ACCT3001 Accounting Information Systems
Term 3 2025	BUSM3028 Innovation, Enterprise and Society
Term 3 2025	ACCT3003 Accounting Standards and Governance
Term 3 2025	ACCT2001 Contemporary Management Accounting COMPULSORY ELECTIVE
Term 1 2026	ACCT3007 Corporate Accounting Systems
Term 1 2026	ACCT3011 The Accountant as a Consultant
Term 1 2026	LAWS3070 Taxation Law
Term 1 2026	BUSM2041 Working in Professions
Term 2 2026	ACCT3006 Auditing and Assurance Services
Term 2 2026	Elective
Term 2 2026	Elective
Term 2 2026	ECON2002 Corporate Financial Management

Code:	Core	Specialisation	Professional	Accreditation	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook
<https://hbook.westernsydney.edu.au/programs/bachelor-business/>



2786 Bachelor of Business (Applied Finance Specialisation)

2024 Trimester 3 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (Applied Finance) in Trimester 3 2024 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 2024: units for students to enrol in 2024.**
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*

*Students should only consider taking 4 units per Trimester once they have completed at least one Trimester of study at Sydney City Campus.

Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including perquisites, 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 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

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://hbook.westernsydney.edu.au/programs/bachelor-business/>



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 (40 credit points)

- BUSM 1010 Financing Enterprises
- LAWS 1001 Enterprise Law
- BUSM 1008 Enterprise Leadership
- BUSM 1006 Enterprise Innovation and Markets

Professional Units in Money (40 credit points)

- BUSM 2041 Working in Professions
- BUSM 3028 Innovation, Enterprise and Society
- ECON 3007 Economics and Finance Engagement Project
- MATH 1030 Statistics for Business

Specialisation/Major – Applied Finance (80 credit points)

- ECON 1003 Financial Institutions and Markets
- ECON 2002 Corporate Financial Management
- FINC 3008 Investment Management
- ECON 3006 Economic and Financial Modelling
- ECON 3014 International Finance
- FINC 3001 Bank Management
- ECON 3003 Derivatives
- FINC 3015 Security Analysis and Business Valuation

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:

- BUSM 2031 Managing in the Global Business
- MKTG 1006 Marketing Principles
- COMM 1026 Principles of Professional Communication

Any other elective available at Sydney City Campus



Subjects for commencing students at Sydney City Campus in 2024 by Trimester

The following 2024 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

Trimester 3 2024

BUSM 1010 Financing Enterprises

BUSM 1006 Enterprise Innovation and Markets

MATH 1030 Statistics for Business

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective

Trimester 1 2025

ECON 1003 Financial Institutions and Markets

LAWS 1001 Enterprise Law

Elective

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective

Trimester 2 2025

ECON 2002 Corporate Financial Management

BUSM 1008 Enterprise Leadership

Elective

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective



Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 3 2024

Term 3 2024	BUSM 1010 Financing Enterprises
Term 3 2024	MATH 1030 Statistics for Business
Term 3 2024	BUSM 1006 Enterprise Innovation and Markets
Term 1 2025	ECON 1003 Financial Institutions and Markets
Term 1 2025	LAWS 1001 Enterprise Law
Term 1 2025	Elective
Term 2 2025	ECON 2002 Corporate Financial Management
Term 2 2025	BUSM 1008 Enterprise Leadership
Term 2 2025	Elective
Term 3 2025	FINC 3008 Investment Management
Term 3 2025	Elective
Term 3 2025	Elective
Term 1 2026	ECON 3003 Derivatives
Term 1 2026	BUSM 3028 Innovation, Enterprise and Society
Term 1 2026	BUSM 2041 Working in Professions
Term 2 2026	ECON 3006 Economic and Financial Modelling
Term 2 2026	ECON 3014 International Finance
Term 2 2026	ECON 3007 Economics and Finance Engagement Project
Term 3 2026	FINC 3015 Security Analysis and Business Valuation
Term 3 2026	Elective
Term 3 2026	Elective
Term 1 2027	FINC 3001 Bank Management
Term 1 2027	Elective
Term 1 2027	Elective

Code:	Core	Specialisation	Professional	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook
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**Sequence Accelerated Track (4 units per Trimester)
for students who started their degree in Trimester 3 2024**

Term 3 2024	BUSM 1010 Financing Enterprises
Term 3 2024	MATH 1030 Statistics for Business
Term 3 2024	BUSM 1006 Enterprise Innovation and Markets
Term 3 2024	Elective
Term 1 2025	ECON 1003 Financial Institutions and Markets
Term 1 2025	LAWS 1001 Enterprise Law
Term 1 2025	Elective
Term 1 2025	Elective
Term 2 2025	ECON 2002 Corporate Financial Management
Term 2 2025	BUSM 2041 Working in Professions
Term 2 2025	BUSM 1008 Enterprise Leadership
Term 2 2025	Elective
Term 3 2025	FINC 3008 Investment Management
Term 3 2025	FINC 3015 Security Analysis and Business Valuation
Term 3 2025	Elective
Term 3 2025	Elective
Term 1 2026	ECON 3003 Derivatives
Term 1 2026	BUSM 3028 Innovation, Enterprise and Society
Term 1 2026	FINC 3001 Bank Management
Term 1 2026	Elective
Term 2 2026	ECON 3006 Economic and Financial Modelling
Term 2 2026	ECON 3014 International Finance
Term 2 2026	ECON 3007 Economics and Finance Engagement Project
Term 2 2026	Elective

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

2024 Trimester 3 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (International Business) in Trimester 3 2024 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 2024: units for students to enrol in 2024.**
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*

*Students should only consider taking 4 units per Trimester once they have completed at least one Trimester of study at Sydney City Campus.

Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including perquisites, 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 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

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://hbook.westernsydney.edu.au/programs/bachelor-business/>



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 (40 credit points)

BUSM 1010 Financing Enterprises

LAWS 1001 Enterprise Law

BUSM 1008 Enterprise Leadership

BUSM 1006 Enterprise Innovation and Markets

Professional Units for Careers in Markets (40 credit points)

BUSM 2040 The Service Enterprise

BUSM 3006 Design Thinking for Creativity

BUSM 3030 International Business Project

MATH 1030 Statistics for Business

Specialisation/Major – International Business (80 credit points)

BUSM 1015 Introduction to International Business

BUSM 2031 Managing in the Global Environment

HUMN 3043 Globalisation and Sustainability

MKTG 3004 Export Strategy and Applications

MKTG 3017 The Markets of Asia

MKTG 1011 Fundamentals of Marketing Analytics

BUSM 3036 Leadership and Entrepreneurship

BUSM 3031 International Business Strategy

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:

MKTG 1006 Marketing Principles

COMM 1026 Principles of Professional Communication

HUMN 1041 People, Place and Social Difference

BUSM 2039 The Accommodation Industry

Any other elective available at Sydney City Campus



Subjects for commencing students at Sydney City Campus in 2024 by Trimester

The following 2024 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

Trimester 3 2024

BUSM 1006 Enterprise Innovation and Markets
LAWS 1001 Enterprise Law
BUSM 1015 Introduction to International Business

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective

Trimester 1 2025

BUSM1010 Financing Enterprises
MATH 1030 Statistics for Business
Elective

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective

Trimester 2 2025

BUSM2031 Managing in the Global Environment
BUSM 1008 Enterprise Leadership
BUSM 2040 The Service Enterprise

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective



Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 3 2024

Term 3 2024	BUSM 1006 Enterprise Innovation and Markets
Term 3 2024	LAWS 1001 Enterprise Law
Term 3 2024	BUSM 1015 Introduction to International Business
Term 1 2025	BUSM 1010 Financing Enterprises
Term 1 2025	MATH 1030 Statistics for Business
Term 1 2025	Electives
Term 2 2025	BUSM 1008 Enterprise Leadership
Term 2 2025	BUSM 2031 Managing in the Global Environment
Term 2 2025	BUSM 2040 The Service Enterprise
Term 3 2025	HUMN 3043 Globalisation and Sustainability
Term 3 2025	BUSM 3006 Design Thinking for Creativity
Term 3 2025	Electives
Term 1 2026	Electives
Term 1 2026	MKTG 3007 International Marketing
Term 1 2026	Electives
Term 2 2026	BUSM 3030 International Business Project
Term 2 2026	MKTG 3004 Export Strategy and Applications
Term 2 2026	MKTG 3017 The Markets of Asia
Term 3 2026	BUSM 3031 International Business Strategy
Term 3 2026	Electives
Term 3 2026	Electives
Term 1 2027	BUSM 3036 Leadership and Entrepreneurship
Term 1 2027	Electives
Term 1 2027	Electives

Code:	Core	Specialisation	Professional	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook
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**Sequence Accelerated Track (4 units per Trimester)
for students who started their degree in Trimester 3 2024**

Term 3 2024	BUSM 1006 Enterprise Innovation and Markets
Term 3 2024	LAWS 1001 Enterprise Law
Term 3 2024	BUSM 1015 Introduction to International Business
Term 3 2024	Electives
Term 1 2025	BUSM 1010 Financing Enterprises
Term 1 2025	MATH 1030 Statistics for Business
Term 1 2025	Electives
Term 1 2025	Electives
Term 2 2025	BUSM 1008 Enterprise Leadership
Term 2 2025	BUSM 2031 Managing in the Global Environment
Term 2 2025	BUSM 2040 The Service Enterprise
Term 2 2025	Electives
Term 3 2025	HUMN 3043 Globalisation and Sustainability
Term 3 2025	BUSM 3006 Design Thinking for Creativity
Term 3 2025	BUSM 3031 International Business Strategy
Term 3 2025	Electives
Term 1 2026	BUSM 3036 Leadership and Entrepreneurship
Term 1 2026	MKTG 3007 International Marketing
Term 1 2026	Electives
Term 1 2026	Electives
Term 2 2026	BUSM 3030 International Business Project
Term 2 2026	MKTG 3004 Export Strategy and Applications
Term 2 2026	MKTG 3017 The Markets of Asia
Term 2 2026	Electives

Code:	Core	Specialisation	Professional	Elective
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2786 Bachelor of Business (Management Specialisation)

2024 Trimester 3 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (Management) in Trimester 3 2024 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 2024: units for students to enrol in 2024.**
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*

*Students should only consider taking 4 units per Trimester once they have completed at least one Trimester of study at Sydney City Campus.

Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including perquisites, 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 for personalised course advice.

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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://hbook.westernsydney.edu.au/programs/bachelor-business/>



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 (40 credit points)

- BUSM 1010 Financing Enterprises
- LAWS 1001 Enterprise Law
- BUSM 1008 Enterprise Leadership
- BUSM 1006 Enterprise Innovation and Markets

Professional Units for Careers in Management (40 credit points)

- BUSM 2030 Managing and Developing Careers
- BUSM 3027 Innovation and Professional Practice
- BUSM 3004 Contemporary Management Issues
- MATH 1030 Statistics for Business

Specialisation/Major – Management (80 credit points)

- BUSM 1026 Organisational Behaviour
- BUSM 2031 Managing in the Global Environment
- BUSM 2004 Business, Society and Policy
- BUSM 3005 Creating Change and Innovation
- BUSM 3045 Managing Operations
- BUSM 3052 Organisational Learning and Development
- BUSM 3036 Leadership and Entrepreneurship
- BUSM 3069 Strategic Management

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:

- MKTG 1006 Marketing Principles
- COMM 1026 Principles of Professional Communication
- HUMN 1041 People, Place and Social Difference
- BUSM 2039 The Accommodation Industry

Any other elective available at Sydney City Campus



Subjects for commencing students at Sydney City Campus in 2024 by Trimester

The following 2024 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

Trimester 3 2024

BUSM 1006 Enterprise Innovation and Markets
LAWS 1001 Enterprise Law
BUSM 1026 Organisational Behaviour

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective

Trimester 1 2025

BUSM 1010 Financing Enterprises
MATH 1030 Statistics for Business
Elective

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective

Trimester 2 2025

BUSM 1008 Enterprise Leadership
BUSM 2031 Managing in the Global Environment
Elective

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective



Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 3 2024

Term 3 2024	BUSM 1006 Enterprise Innovation and Markets
Term 3 2024	LAWS 1001 Enterprise Law
Term 3 2024	BUSM 1026 Organisational Behaviour
Term 1 2025	BUSM 1010 Financing Enterprises
Term 1 2025	MATH 1030 Statistics for Business
Term 1 2025	Elective
Term 2 2025	BUSM 1008 Enterprise Leadership
Term 2 2025	BUSM 2031 Managing in the Global Environment
Term 2 2025	Elective
Term 3 2025	BUSM 2004 Business, Society and Policy
Term 3 2025	BUSM 3027 Innovation and Professional Practice
Term 3 2025	Elective
Term 1 2026	BUSM 2030 Managing and Developing Careers
Term 1 2026	BUSM 3005 Creating Change and Innovation
Term 1 2026	Elective
Term 2 2026	BUSM 3004 Contemporary Management Issues
Term 2 2026	BUSM 3045 Managing Operations
Term 2 2026	BUSM 3052 Organisational Learning and Development
Term 3 2026	BUSM 3069 Strategic Management
Term 3 2026	Elective
Term 3 2026	Elective
Term 1 2027	BUSM 3036 Leadership and Entrepreneurship
Term 1 2027	Elective
Term 1 2027	Elective

Code:	Core	Specialisation	Professional	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook
<https://hbook.westernsydney.edu.au/programs/bachelor-business/>



**Sequence Accelerated Track (4 units per Trimester)
for students who started their degree in Trimester 3 2024**

Term 3 2024	BUSM 1006 Enterprise Innovation and Markets
Term 3 2024	LAWS 1001 Enterprise Law
Term 3 2024	BUSM 1026 Organisational Behaviour
Term 3 2024	Elective
Term 1 2025	BUSM 1010 Financing Enterprises
Term 1 2025	MATH 1030 Statistics for Business
Term 1 2025	Elective
Term 1 2025	Elective
Term 2 2025	BUSM 1008 Enterprise Leadership
Term 2 2025	BUSM 2031 Managing in the Global Environment
Term 2 2025	Elective
Term 2 2025	Elective
Term 3 2025	BUSM 2004 Business, Society and Policy
Term 3 2025	BUSM 3027 Innovation and Professional Practice
Term 3 2025	BUSM 3069 Strategic Management
Term 3 2025	Elective
Term 1 2026	BUSM 2030 Managing and Developing Careers
Term 1 2026	BUSM 3005 Creating Change and Innovation
Term 1 2026	BUSM 3036 Leadership and Entrepreneurship
Term 1 2026	Elective
Term 2 2026	BUSM 3004 Contemporary Management Issues
Term 2 2026	BUSM 3045 Managing Operations
Term 2 2026	BUSM 3052 Organisational Learning and Development
Term 2 2026	Elective

Code:	Core	Specialisation	Professional	Elective
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2786 Bachelor of Business (Marketing Specialisation)

2024 Trimester 3 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (Marketing) in Trimester 3 2024 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 2024: units for students to enrol in 2024.**
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*

*Students should only consider taking 4 units per Trimester once they have completed at least one Trimester of study at Sydney City Campus.

Unit prerequisites and assumed knowledge

Students should check the handbook entry for more unit information including perquisites, 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 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

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://hbook.westernsydney.edu.au/programs/bachelor-business/>



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 (40 credit points)

- BUSM 1010 Financing Enterprises
- LAWS 1001 Enterprise Law
- BUSM 1008 Enterprise Leadership
- BUSM 1006 Enterprise Innovation and Markets

Professional Units for Careers in Markets (40 credit points)

- BUSM 2040 The Service Enterprise
- BUSM 3006 Design Thinking for Creativity
- MKTG 3009 Marketing Planning Project
- MATH 1030 Statistics for Business

Specialisation/Major – Marketing (80 credit points)

- MKTG 2010 Customer Experience Fundamentals
- MKTG 1006 Marketing Principles
- MKTG 3019 Marketing and Digital Communications
- MKTG 2011 Customer Insights
- MKTG 3021 Strategic Brand Management
- MKTG 1011 Fundamentals of Marketing Analytics
- MKTG 3020 Omnichannel Marketing
- MKTG 3016 Strategic Marketing Management

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:

- BUSM 2031 Managing in the Global Business
- COMM 1026 Principles of Professional Communication
- HUMN 1041 People, Place and Social Difference
- BUSM 2039 The Accommodation Industry

Any other elective available at Sydney City Campus



Subjects for commencing students at Sydney City Campus in 2024 by Trimester

The following 2024 schedule of subjects is offered as a guide only. Students should check their MYSR and the handbook to confirm subjects.

Trimester 3 2024

BUSM 1006 Enterprise Innovation and Markets
MKTG 1006 Marketing Principles
MATH 1030 Statistics for Business

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective

Trimester 1 2025

BUSM 1010 Financing Enterprises
LAWS 1001 Enterprise Law
MKTG 2011 Customer Insights

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective

Trimester 2 2025

BUSM 1008 Enterprise Leadership
MKTG1011 Fundamentals of Marketing Analytics
BUSM 2040 The Service Enterprise

If students wish to accelerate their degree, they may enrol in the following 4th unit

Elective



Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 3 2024

Term 3 2024	BUSM 1006 Enterprise Innovation and Markets
Term 3 2024	MATH 1030 Statistics for Business
Term 3 2024	MKTG 1006 Marketing Principles
Term 1 2025	LAWS 1001 Enterprise Law
Term 1 2025	BUSM 1010 Financing Enterprises
Term 1 2025	MKTG 2011 Customer Insights
Term 2 2025	BUSM 1008 Enterprise Leadership
Term 2 2025	MKTG1011 Fundamentals of Marketing Analytics
Term 2 2025	BUSM 2040 The Service Enterprise
Term 3 2025	MKTG 2010 Customer Experience Fundamentals
Term 3 2025	BUSM 3006 Design Thinking for Creativity
Term 3 2025	Elective
Term 1 2026	MKTG3019 Marketing and Digital Communications
Term 1 2026	Elective
Term 1 2026	Elective
Term 2 2026	MKTG 3009 Marketing Planning Project
Term 2 2026	MKTG3021 Strategic Brand Management
Term 2 2026	MTKG 3020 Omnichannel Marketing
Term 3 2026	MKTG 3016 Strategic Marketing Management
Term 3 2026	Elective
Term 3 2026	Elective
Term 1 2027	Elective
Term 1 2027	Elective
Term 1 2027	Elective

Code:	Core	Specialisation	Professional	Elective
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More detailed course and unit information can be found in the Western Sydney Handbook
<https://hbook.westernsydney.edu.au/programs/bachelor-business/>



**Sequence Accelerated Track (4 units per Trimester)
for students who started their degree in Trimester 3 2024**

Term 3 2024	BUSM 1006 Enterprise Innovation and Markets
Term 3 2024	MATH 1030 Statistics for Business
Term 3 2024	MKTG 1006 Marketing Principles
Term 3 2024	Elective
Term 1 2025	LAWS 1001 Enterprise Law
Term 1 2025	BUSM 1010 Financing Enterprises
Term 1 2025	MKTG 2011 Customer Insights
Term 1 2025	Elective
Term 2 2025	BUSM 1008 Enterprise Leadership
Term 2 2025	MKTG1011 Fundamentals of Marketing Analytics
Term 2 2025	BUSM 2040 The Service Enterprise
Term 2 2025	Elective
Term 3 2025	MKTG 2010 Customer Experience Fundamentals
Term 3 2025	BUSM 3006 Design Thinking for Creativity
Term 3 2025	MKTG 3016 Strategic Marketing Management
Term 3 2025	Elective
Term 1 2026	MKTG3019 Marketing and Digital Communications
Term 1 2026	Elective
Term 1 2026	Elective
Term 1 2026	Elective
Term 2 2026	MKTG 3009 Marketing Planning Project
Term 2 2026	MKTG3021 Strategic Brand Management
Term 2 2026	MTKG 3020 Omnichannel Marketing
Term 2 2026	Elective

Code:	Core	Specialisation	Professional	Elective
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