WESTERN SYDNEY
UNIVERSITY

Sydney City Campus

(2786) Bachelor of Business
NEW Student Advising Guide
Sydney City Campus
Trimester 1 2026

Contents

(Accounting Specialisation) 2
(Applied Finance and FinTech Specialisation) 6
(International Business Specialisation) 10
(Management and MarTech Specialisation) 14
(Marketing Specialisation) 18

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

Sydney City Campus

2786 Bachelor of Business (Accounting Specialisation)

2026 Trimester 1 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students in Bachelor of Business (Accounting) commencing in Trimester 1 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 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 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 (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

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

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 1 2026

MKTG1014 Marketing In Action

ACCT1005 Accounting in Context

ECON1011 Principles of Economics

Trimester 2 2026

ACCT1007 Financial Accounting Applications

BUSM1050 People and Organisations

LAWS1001 Enterprise Law

Trimester 3 2026

ACCT2005 Techniques in Financial Accounting

ACCT1010 Management Accounting Fundamentals

ACCT3001 Accounting Information Systems

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY UNIVERSITY

Sydney City Campus

Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 1 2026

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

Code:	Core Subject	Specialisation	Accreditation Subject	Elective

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

Sydney City Campus

2786 Bachelor of Business
(Applied Finance and FinTech Specialisation)

2026 Trimester 1 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (Applied Finance) in Trimester 1 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 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 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 (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

MKTG 1001 Advertising: An Introduction

BEHV1021 The Individual in Society

CULT1017 Understanding Society

BUSM1026 Organisational Behaviour

COMM1012 Data, Communication and Power

Any other elective available at Sydney City Campus

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

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 1 2026

BUSM1050 People and Organisations

MKTG1014 Marketing In Action

Elective (for example LAWS1001 Enterprise Law)

Trimester 2 2026

FINC1005 Financial Foundations

FINC1006 Financial Institutions and Technology

ECON1016 Evidence Based Decision Making

Trimester 3 2026

BUSM1048 Professional Careers and Employability

FINC2003 Corporate Finance (UG)

ECON1017 The Future of Business

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY UNIVERSITY

Sydney City Campus

Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 1 2026

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

Code:	Core	Specialisation	Elective

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

Sydney City Campus

2786 Bachelor of Business
(International Business Specialisation)

2026 Trimester 1 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (International Business) in Trimester 1 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 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 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 (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

MKTG 1001 Advertising: An Introduction

BEHV1021 The Individual in Society

CULT1017 Understanding Society

BUSM1026 Organisational Behaviour

COMM1012 Data, Communication and Power

Any other elective available at Sydney City Campus

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

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 1 2026

BUSM1050 People and Organisation

MKTG1014 Marketing in Action

BUSM 1015 Introduction to International Business

Trimester 2 2026

FINC1005 Financial Foundations

BUSM2031 Managing in the Global Environment

Elective

Trimester 3 2026

ECON1016 Evidence Based Decision Making

BUSM1048 Professional Careers and Employability

Elective

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY UNIVERSITY

Sydney City Campus

Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 1 2026

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

** Alternate subject for MKTG3017

Code:	Core	Specialisation	Elective

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

Sydney City Campus

2786 Bachelor of Business (Management Specialisation)

2026 Trimester 1 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (Management) in Trimester 1 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 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 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 (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

MKTG 1001 Advertising: An Introduction

BEHV1021 The Individual in Society

CULT1017 Understanding Society

COMM1012 Data, Communication and Power

Any other elective available at Sydney City Campus

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

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 1 2026

BUSM 1050 People and Organisations

MKTG 1014 Marketing in Action

BUSM 1026 Organisational Behaviour

Trimester 2 2026

FINC 1005 Financial Foundations

BUSM 2031 Managing in the Global Environment

Elective

Trimester 3 2026

BUSM1048 Professional Careers and Employability

ECON1016 Evidence based Decision Making

ECON1017 The Future of Business

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY UNIVERSITY

Sydney City Campus

Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 1 2026

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

**Alternate subject for BUSM3091

Code:	Core	Specialisation	Elective

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

Sydney City Campus

2786 Bachelor of Business
(Marketing and MarTech Specialisation)

2026 Trimester 1 Commencing Student Advising Guide

This Advising Guide has been specifically created for NEW students enrolling in a Bachelor of Business (Marketing) in Trimester 1 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 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 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 (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:

MKTG 1001 Advertising: An Introduction

LAWS1001 Enterprise Law

BUSM1026 Organisational Behaviour

BEHV1021 The Individual in Society

CULT1017 Understanding Society

COMM1012 Data, Communication and Power

Any other elective available at Sydney City Campus

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY
UNIVERSITY

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 1 2026

BUSM1050 People and Organisations

MKTG1014 Marketing in Action

Electives

Trimester 2 2026

FINC1005 Financial Foundations

ECON1016 Evidence Based Decision Making

Elective

Trimester 3 2026

MKTG1011 Fundamentals of Marketing Analytics

MKTG 2010 Customer Experience Fundamentals

ECON 1017 The Future of Business

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/

WESTERN SYDNEY UNIVERSITY

Sydney City Campus

Recommended sequences

Sequence standard (3 units per Trimester)
for students who started their degree in Trimester 1 2026

Term 1 2026	BUSM 1050 People and Organisations
Term 1 2026	MKTG 1014 Marketing in Action
Term 1 2026	Electives
Term 2 2026	FINC 1005 Financial Foundations
Term 2 2026	ECON 1016 Evidence Based Decision Making
Term 2 2026	Electives
Term 3 2026	BUSM 1048 Professional Careers and Employability
Term 3 2026	MKTG 1011 Fundamentals of Marketing Analytics
Term 3 2026	MKTG 2010 Customer Experience Fundamentals
Term 1 2027	BUSM 2050 Digital Transformation for Business
Term 1 2027	MKTG 2014 Customer Insights and Analytics
Term 1 2027	Electives
Term 2 2027	MKTG 3025 Integrated Brand Strategies
Term 2 2027	MKTG 3026 Omnichannel and Marketing Technologies
Term 2 2027	ECON 1017 The Future of Business
Term 3 2027	MKTG 3016 Strategic Marketing Management
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	MKTG 3007 International Marketing** or Elective
Term 2 2028	MKTG 3009 Marketing Planning Project
Term 2 2028	Electives
Term 2 2028	Electives

**Alternate Subject for MKTG3025

Code:	Core	Specialisation	Elective

More detailed course and unit information can be found in the Western Sydney Handbook
https://hbook.westernsydney.edu.au/programs/bachelor-business/