



## Bachelor of Commerce (Liberal Studies) with majors in Marketing and International Business.

	Required for Marketing major
	Required for International Business major
<b>Bold</b>	Core units for the Bachelor of Commerce (Liberal Studies)
<i>Italics</i>	24 credit points of Arts units' requirement
<i>Italics</i>	12 credit points of Science units' requirement

### Year 1 – Semester 1

Unit type	Unit code	Unit name	Credit points
Core	<b>BUSS1001</b>	<b>Understanding Business</b>	<b>6</b>
Compulsory for major	MKTG1001	Marketing Principles	6
<i>Elective</i>	<i>XXXX1XXX</i>	<i>Science junior elective</i>	<i>6</i>
<i>Elective</i>	<i>XXXX1XXX</i>	<i>Arts junior elective</i>	<i>6</i>

### Year 1 – Semester 2

Unit type	Unit code	Unit name	Credit points
Core	<b>BUSS1002</b>	<b>The Business Environment</b>	<b>6</b>
Elective	XXXXXXXX	Free junior or senior elective from Business School or other faculty	6
<i>Elective</i>	<i>XXXX1XXX</i>	<i>Science junior elective</i>	<i>6</i>
<i>Elective</i>	<i>XXXX1XXX</i>	<i>Arts junior elective</i>	<i>6</i>

### Year 2 – Semester 1

Unit type	Unit code	Unit name	Credit points
Compulsory for major	MKTG2112	Consumer Behaviour	6
Compulsory for major	IBUS2101	International Business Strategy	6
Elective	XXXXXXX	Free junior or senior elective from Business School or other faculty	6
<i>Elective</i>	<i>XXXXXXXX</i>	<i>Arts junior or senior elective</i>	<i>6</i>

## 2012 Progression examples - Bachelor of Commerce (Liberal Studies)

### Year 2 – Semester 2

Unit type	Unit code	Unit name	Credit points
Compulsory for major	MKTG2113	Marketing Research	6
Compulsory for major	IBUS2102	Cross-cultural Management	6
Elective	XXXXXXX	Free junior or senior elective from Business School or other faculty	6
<i>Elective</i>	<i>XXXXXXXX</i>	<i>Arts junior or senior elective</i>	<i>6</i>

### Year 3 – Semester 1

Unit type	Unit code	Unit name	Credit points
Elective for major	MKTG3XXX	Marketing senior elective	6
Compulsory for major	IBUS3101	International Business Alliances	6
Elective	XXXXXXX	Free junior or senior elective from Business School or other faculty	6
Elective	XXXXXXX	Free senior elective from Business School or other faculty	6

### Year 3 – Semester 2

Unit type	Unit code	Unit name	Credit points
Compulsory for major	MKTG3118	Marketing Strategy and Planning	6
Compulsory for major	IBUS3102	International Risk Management	6
Elective	XXXXXXX	Free junior or senior elective from Business School or other faculty	6
Elective	XXXXXXX	Business School senior elective	6

### Year 4 – Semester 1

Unit type	Unit code	Unit name	Credit points
Elective for major	MKTG3XXX	Marketing senior elective	6
Elective for major	XXXXXXXX	International Business senior elective	6
Elective	XXXXXXX	Free senior elective from the Business School or other faculty	6
Elective	XXXXXXXX	Business School senior elective	6

## 2012 Progression examples - Bachelor of Commerce (Liberal Studies)

### Year 4 – Semester 2

Unit type	Unit code	Unit name	Credit points
Elective for major	MKTG3XXX	Marketing senior elective	6
Elective for major	XXXXXXXX	International Business senior elective	6
Elective	XXXXXXX	Free senior elective from the Business School or other faculty	6
Elective	XXXXXXXX	Business School senior elective	6

#### Notes

- i. In this example, the International Business major requires the completion of one junior unit from the Business School – this requirement is covered by the core units for the degree. However, some of the non-IBUS senior electives in the major may require the completion of certain junior units as prerequisites.
- ii. This program of study is meant to be a guide only. Students are able to undertake the required units of study and elective in different sequences to that listed above. Students should note that this example has been developed using 2012 unit of study offerings and there is no guarantee that the units listed will be offered in the same semesters in subsequent years.
- iii. Certain units of study listed above may also be offered in Summer or Winter School sessions.