Bachelor of Business – Rennes School of Business – Marketing Specilisation Study Plan



Student Name:		ID Number:
Program Code: DBBN	Total Courses: 24	Total Units: 108

Study Plan created by	Name:	Date:
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Area/ Catalogue	Course Name	Previous Course	Pre Req	SP 2023	When To Enrol
	YEAR ONE (Study Period 2)				
BUSS 1060	Career Development in Business	Career Development for Professionals Professional Development in Business	-	2/5	
ACCT 1008	Accounting for Business	Accounting Principles for Business Decisions	-	2/4/5	
BUSS 1057	Business and Society OR International Study Tour OR Elective		-	2/5	
ECON 1008	Principles of Economics			2/4/5	
	YEAR ONE (Study Period 5)				
	Elective	Accounting for Business/ Quantitative Methods for Business			
MARK 1010	Marketing Principles: Trading and Exchange		-	2/5	
LAWS 1018	Business Law	Foundations of Business Law	-	2/5	
BUSS 2068	Management and Organisation	Management Principles	-	2/5	
	YEAR TWO (Study Period 2)				
INFS 2036	Business Intelligence		MATH 1053 OR ACCT 1008	2/5	
MARK 1008	Rennes Specialisation Elective – Consumer Behaviour		MARK 1010	2/5	
BUSS 2085	Entrepreneurship for Social and Market Impact	Business Operations	-	2/5	
BUSS 3103	International Business Environments OR International Elective	Lvl 2 International Business Environment	54 units Prerequiste waived for students undertaking Rennes Exchange	2/5	
YEAR	TWO (Study Period 5) – Exchange to Rennes	s School of Business			
	Minor 1 – Receive Credit				
	Minor 1 – Receive Credit				
	Minor 1 – Receive Credit				
	Minor 1 – Receive Credit				
YEAR	THREE (Study Period 2) – Exchange to Renne	s School of Business	•		
	Minor 2 – Receive Credit				
	Minor 2 – Receive Credit				
	Minor 2 – Receive Credit				
	Minor 2 – Receive Credit				
	YEAR THREE (Study Period 5)				
BUSS 3023	Strategic Management		72 units	2/5	
	Advanced Elective				
	Advanced Elective				
	Advanced Elective				

Need an updated plan? Email enquiry@business.unisa.edu.au to request an updated study plan.

BUSINESS CORE
MINOR 1
MINOR 2
ELECTIVE

All courses 4.5 units unless otherwise noted.

Program requires minimum 6 advanced (level 3) courses.

Please note that UniSA has 7 study periods each calendar year with Study Periods 1, 2 and 3 being the first half of the year (commonly known as semester 1) and Study Periods 4, 5, 6 and 7 being the second half of the year (commonly known as semester 2). (Study Period 7 courses can be scheduled anytime from November to February of the following year)**

The study plan above is a guide for this year only of your study with UniSA. You will be required to select and enrol in your courses each year based on your progress through your program.

Should you have less than 13.5 units to complete in any half year your enrolment will be considered to be part time for that half year and this will be noted on your record and included on your completion letter.

This Study Plan is based on UniSA's current program structure. UniSA reserves the right to vary the program structure and/or courses. Should this occur, a new Study Plan will be established and the amount of credit granted may vary.

Rules:

 Three electives and one Minor course in the final year are required to be at an Advanced Level. Electives may be used to: complete an Experiential Elective (refer to Advanced Level Electives listing); undertake an international student exchange up to 18 units; or to study other courses of interest offered by UniSA Business. One elective may be chosen from outside UniSA Business. Course pre-requisites must be satisfied.

	Advanced Elective List				
Area/ Catalogue	Course Name	Pre Req	SP 2023		
BUSS 3113	Entrepreneurship and Strategy in Asia	-	5		
BUSS 3120	Negotiation, Conflict Management and Resolution	-	5		
BUSS 3104	Organisational Entrepreneurship	BUSS 2085	5		
BUSS 3025	International and Comparative Human Resource Management	49.5 Units	5		
BUSS 3050	Organisational Leadership	54 Units	5		
ENVT 3004	Recreation Planning in the Urban Environment	54 Units	5		
MARK 3024	Digital Marketing Analytics and Big Data	54 Units	5		
SPRC 3018	Leadership in Recreation and Sport	72 Units	5		
BUSS 3053	International Management Ethics and Values	54 Units	2/5		
BUSS 3100	Virtual Industry Internship	72 Units	2/4/5/7		
BUSS 3080	Business Practicum	72 Units & GPA > 4.0	2/4/5/7		
BUSS 3101	Business Internship 30 Days (Unit Value = 9 Units)	72 Units & GPA > 4.0	2/4/5/7		