

Program Planner
Bachelor of Commerce- Human Resource Management Major and Marketing Major

Program Requirements

Category of Courses	Number of Courses
Core Courses	Two (2)
Business Compulsory Courses	Six (6)
Human Resource Management Major Courses	Eight (8)
Marketing Major Courses	Eight (8)

Year 1 Semester 1	Year 1 Semester 2
BUSN1000 Economics	BUSN1030 Quantitative Methods for Business
BUSN1600 Principles of Management	BUSN1110 Accounting for Business
BUSN2400 Business Law	BUSN1220 Principles of Marketing Management
CORE1000 Foundation of Wisdom	Undergraduate Core Curriculum Elective

Year 2 Semester 1	Year 2 Semester 2
BUSN2031 Business and Marketing Research	BUSN2000 Events Management
BUSN2340 Employment Law	BUSN2050 Integrated Marketing Communications
BUSN2520 Consumer Behaviour	BUSN2281 Organisational Psychology
BUSN2730 Principles of Human Resource Management	BUSN3900 Business Internship
BUSN3680 Change Management	

Year 3 Semester 1	Year 3 Semester 2
BUSN3140 Human Resource Development	BUSN3400 Company Law
BUSN3700 Human Resource Policy	BUSN3540 International Marketing
BUSN3230 Services Marketing	BUSN3740 Strategic Workforce Issues
BUSN3500 Strategic Marketing	

For the Core Curriculum Elective course, see the link below:

[undergraduate-core-offerings.pdf](#)

See the Bachelor of Commerce Program Requirements for details of Business Courses:

[Bachelor-of-Commerce.pdf](#)