

BUSINESS, MAJOR (0104)

Western Sydney University Major Code: 0104

Previous Code: M4018.1

Location

Campus	Mode	Advice
Hawkesbury Campus	Internal	science@westernsydney.edu.au

Recommended Sequence

Full-time start-year intake

Course	Title	Credit Points
Year 1		
Autumn session		
AGRI 1004		10
NATS 1019	Scientific Literacy	10
BIOS 1001	Biodiversity	10
CHEM 1008	Introductory Chemistry	10
Credit Points		40
Spring session		
EART 1004		10
MATH 1026	Quantitative Thinking	10
PROC 1002		10
HORT 1004	Horticultural Production Systems	10
Credit Points		40
Year 2		
Autumn session		
HORT 2001		10
ENVL 2006		10
MKTG 1006	Marketing Principles	10
ECON 1011	Principles of Economics	10
Credit Points		40
Spring session		
AGRI 2005		10
AGRI 2006		10
NATS 2025		10
MKTG 2010	Customer Experience Fundamentals	10
Credit Points		40
Year 3		
Autumn session		
NATS 3015	Field Project 1	10
AGRI 3001		10
MKTG 3021	Strategic Brand Management	10
BUSM 3005	Creating Change and Innovation	10
Credit Points		40
Spring session		
NATS 3017	Field Project 2	10
HUMN 3043	Globalisation and Sustainability	10
BUSM 2004	Business, Society and Policy	10
Select one of the following:		10
MKTG 3007	International Marketing	
MKTG 3019	Marketing and Digital Communications	

MKTG 3016	Strategic Marketing Management	
Credit Points		40
Total Credit Points		240

Full-time mid-year intake

Course	Title	Credit Points
Year 1		
Spring session		
PROC 1002		10
HORT 1004	Horticultural Production Systems	10
NATS 1019	Scientific Literacy	10
MKTG 2010	Customer Experience Fundamentals	10
Credit Points		40
Autumn session		
AGRI 1004		10
MATH 1026	Quantitative Thinking	10
BIOS 1001	Biodiversity	10
CHEM 1008	Introductory Chemistry	10
Credit Points		40
Year 2		
Spring session		
AGRI 2005		10
AGRI 2006		10
NATS 2025		10
EART 1004		10
Credit Points		40
Autumn session		
NATS 3015	Field Project 1	10
HORT 2001		10
MKTG 1006	Marketing Principles	10
ECON 1011	Principles of Economics	10
Credit Points		40
Year 3		
Spring session		
NATS 3017	Field Project 2	10
HUMN 3043	Globalisation and Sustainability	10
BUSM 2004	Business, Society and Policy	10
Select one of the following:		10
MKTG 3007	International Marketing	
MKTG 3016	Strategic Marketing Management	
MKTG 3019	Marketing and Digital Communications	
Credit Points		40
Autumn session		
ENVL 2006		10
AGRI 3001		10
BUSM 3005	Creating Change and Innovation	10
MKTG 3021	Strategic Brand Management	10
Credit Points		40
Total Credit Points		240

Equivalent Subjects

The subjects listed below count towards completion of this program for students who passed these subjects in 2020 or earlier.

HLTH 2002 Agriculture, Food and Health, replaced by AGRI 2006

PUBH 2007 Environmental Planning and Climate Change, replaced by ENVL 2006

The subjects listed below count towards completion of this program for students who passed these subjects in 2022 or earlier.

BUSM 3001 Brand and Product Management , replaced by MKTG 3021 Strategic Brand Management

MKTG 2006 Marketing Communication, replaced by MKTG 3019 Marketing and Digital Communications

MKTG 1003 Consumer Behaviour, replaced by MKTG 2010 Customer Experience Fundamentals

Related Programs

Bachelor of Sustainable Agriculture and Food Security (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-sustainable-agriculture-food-security/>)

Bachelor of Sustainable Agriculture and Food Security (3726) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-sustainable-agriculture-food-security/>)