

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	Credit Points	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		
HORT 2001		10		
MKTG 1006	Marketing Principles	10		
ECON 1011	Principles of Economics	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 3016	Strategic Marketing Management			
MKTG 3019	Marketing and Digital Communications			
	Credit Points	40		
Autumn session				
ENVL 2006		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			
	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/>)