

Bachelor of Commerce (B1359) - double major in International Business, and Marketing

For students commencing in Semester 1 2020 at the South Street, Murdoch Campus

This sample study plan is based on the 2020 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

		Semester 1		Semester 2	
2020	Year 1	BUS123 Management in a Global Environment	3pts	MSP100 Career Learning: Managing Your Career	3pts
		BUS163 Introduction to Accounting	3pts	BUS124 Global Marketing	3pts
		BUS171 Foundations of Economics	3pts	BUS122 Business in Society	3pts
		Option	3pts	Option	3pts
		12pts		12pts	
2021	Year 2	BUS219 International Business	3pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning	3pts
		BUS212 Introduction to International Finance	3pts	BUS368 Cultures of Innovation	3pts
		BUS284 Comparative Corporate Governance Structures	3pts	BUS210 Marketing Research & Analysis	3pts
		BUS225 Services, Relationship & Retail Marketing	3pts	BUS299 Consumer Behaviour	3pts
		12pts		12pts	
2022	Year 3	MSP201 Real-World Learning or BUS399 The Signature Experience	3pts	BUS338 Global Strategic Management	3pts
		BUS211 International Logistics	3pts	BUS341 Business Negotiations; an International Perspective	3pts
		BUS359 Digital & Social Media Marketing	3pts	BUS350 Strategic Marketing	3pts
		BUS334 Business Analytics	3pts	BUS370 Cross Cultural Marketing	3pts
		12pts		12pts	