

# Bachelor of Commerce (B1359) - double major in Management, 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	<b>BUSI23 Management in a Global Environment</b>	3pts	<b>MSP100 Career Learning: Managing Your Career</b>	3pts
		<b>BUSI63 Introduction to Accounting</b>	3pts	<b>BUSI24 Global Marketing</b>	3pts
		<b>BUSI71 Foundations of Economics</b>	3pts	<b>BUSI22 Business in Society</b>	3pts
		<b>Option</b>	3pts	<b>Option</b>	3pts
			12pts		12pts
2021	Year 2	<b>MSP200 Career Learning: Developing Skills or</b> <b>MSP201 Real-World Learning</b>	3pts	<b>BUS293 Organisation Theory &amp; Behaviour</b>	3pts
		<b>BUS219 International Business</b>	3pts	<b>BUS230 Change Management</b>	3pts
		<b>BUS225 Services, Relationship &amp; Retail Marketing</b>	3pts	<b>BUS210 Marketing Research &amp; Analysis</b>	3pts
		<b>BUS334 Business Analytics</b>	3pts	<b>BUS299 Consumer Behaviour</b>	3pts
			12pts		12pts
2022	Year 3	<b>BUS368 Cultures of Innovation</b>	3pts	<b>MSP201 Real-World Learning or</b> <b>BUS399 The Signature Experience</b>	3pts
		<b>BUS353 Making it Real: Operations &amp; Project Management for Scale</b>	3pts	<b>BUS338 Global Strategic Management</b>	3pts
		<b>BUS369 Standing in the Nexus: Bridging People and Networks</b>	3pts	<b>BUS350 Strategic Marketing</b>	3pts
		<b>BUS359 Digital &amp; Social Media Marketing</b>	3pts	<b>BUS370 Cross Cultural Marketing</b>	3pts
			12pts		12pts