

Bachelor of Business (B1367) – double major in Hospitality & Tourism Management, and Marketing

For students commencing in Semester 2 2021 at the South Street, Murdoch Campus

This sample enrolment plan is based on the 2021 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	
2021	Year 1			BUS123 Management in a Global Environment BUS163 Introduction to Accounting BUS171 Foundations of Economics Option	3pts 3pts 3pts 3pts 12pts
2022	Year 1/2	MSP100 Career Learning: Managing Your Career BUS124 Global Marketing BSL165 Foundations of Business Law TOU101 Introduction to Tourism Systems	3pts 3pts 3pts 3pts 12pts	BUS293 Organisation Theory & Behaviour BUS210 Marketing Research & Analysis BUS299 Consumer Behaviour Option	3pts 3pts 3pts 3pts 12pts
2023	Year 2/3	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning TOU221 Sustainable Tourism BSL204 Tourism and Hospitality Law BUS225 Services, Relationship & Retail Marketing	3pts 3pts 3pts 3pts 12pts	TOU323 Destination Management BUS338 Global Strategic Management BUS350 Strategic Marketing BUS370 Cross Cultural Marketing	3pts 3pts 3pts 3pts 12pts
2024	Year 3	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS334 Business Analytics BUS359 Digital and Social Media Marketing Option	3pts 3pts 3pts 3pts 12pts		