

Bachelor of Business (B1367) – double major in 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	3pts
				BUS124 Global Marketing	3pts
				BUS171 Foundations of Economics	3pts
				Option	3pts
					12pts
2022	Year 1/2	MSP100 Career Learning: Managing Your Career	3pts	BUS293 Organisation Theory & Behaviour	3pts
		BUS163 Introduction to Accounting	3pts	BUS230 Change Management	3pts
		BSL165 Foundations of Business Law	3pts	BUS210 Marketing Research & Analysis	3pts
		Option	3pts	BUS299 Consumer Behaviour	3pts
			12pts		12pts
2023	Year 2/3	MSP200 Career Learning: Developing Skills or	3pts	MSP200 Career Learning: Developing Skills or	3pts
		MSP201 Real-World Learning		MSP201 Real-World Learning	
		BUS219 International Business	3pts	BUS338 Global Strategic Management	3pts
		BUS225 Services, Relationship & Retail Marketing	3pts	BUS350 Strategic Marketing	3pts
		Option	3pts	BUS370 Cross Cultural Marketing	3pts
2024	Year 3	BUS334 Business Analytics	3pts		
		BUS353 Making it Real; Operations and Project Management for Scale	3pts		
		BUS369 Standing in the Nexus; Bridging People and Networks	3pts		
		BUS359 Digital and Social Media Marketing	3pts		
			12pts		