

Bachelor of Business (B1367) – double major in Marketing, and Entrepreneurship and Innovation

For students commencing in Semester 1 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 BUS124 Global Marketing	3pts	MSP100 Career Learning: Managing Your Career BSL165 Foundations of Business Law BUS299 Consumer Behaviour Option	3pts
			3pts		3pts
			3pts		3pts
			3pts		3pts
			12pts		12pts
2022	Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS225 Services, Relationship & Retail Marketing BUS359 Digital and Social Media Marketing BUS334 Business Analytics	3pts	BUS210 Marketing Research & Analysis BUS368 Cultures of Innovation BUS221 Entrepreneurial Strategy	3pts
			3pts		3pts
			3pts		6pts
			3pts		
			12pts		12pts
2023	Year 3	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS353 Making it Real; Operations and Project Management for Scale BUS369 Standing in the Nexus; Bridging People and Networks BUS365 Influencing on the Inside	3pts	BUS350 Strategic Marketing BUS370 Cross Cultural Marketing BUS367 The Compelling Entrepreneur; Stand and Deliver	3pts
			3pts		3pts
			3pts		6pts
			3pts		
			12pts		12pts