

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

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			BUS124 Global Marketing	3pts
				BUS123 Management in a Global Environment	3pts
				BUS163 Introduction to Accounting	3pts
				Option	3pts
					12pts
2022	Year 1/2	MSP100 Career Learning: Managing Your Career	3pts	BUS210 Marketing Research & Analysis	3pts
		BSL165 Foundations of Business Law	3pts	BUS299 Consumer Behaviour	3pts
		BUS171 Foundations of Economics	3pts	BUS221 Entrepreneurial Strategy	6pts
		BUS225 Services, Relationship & Retail Marketing	3pts		
			12pts		12pts
2023	Year 2/3	MSP200 Career Learning: Developing Skills or	3pts	BUS350 Strategic Marketing	3pts
		MSP201 Real-World Learning		BUS370 Cross Cultural Marketing	3pts
		BUS353 Making it Real; Operations and Project Management for Scale	3pts	BUS367 The Compelling Entrepreneur; Stand and Deliver	6pts
		BUS369 Standing in the Nexus; Bridging People and Networks	3pts		
		BUS365 Influencing on the Inside	3pts		12pts
2024	Year 3	MSP200 Career Learning: Developing Skills or	3pts		
		MSP201 Real-World Learning			
		BUS334 Business Analytics	3pts		
		BUS359 Digital and Social Media Marketing	3pts		
		BUS368 Cultures of Innovation	3pts		
			12pts		