

<b>Bachelor of Business (B1367) – double major in Business Law and Marketing</b>					
<b>For students commencing in Semester 2 2023 at the South Street, Murdoch Campus</b>					
<b>This sample study plan is based on the 2023 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.</b>					
		<b>Semester 1</b>		<b>Semester 2</b>	
<b>2023</b>	<b>Year 1</b>			<b>MSP100 Career Learning: Managing Your Career</b>	3pts
				<b>BUS124 Global Marketing</b>	3pts
				<b>TLC101 Communication Skills for Undergraduate Study or Part II Murdoch Spine Unit*</b>	3pts
				<b>BSL165 Foundations of Business Law</b>	3pts
					12pts
<b>2024</b>	<b>Year 2</b>	<b>BUS171 Foundations of Economics</b>	3pts	<b>BSL202 Workplace Law</b>	3pts
		<b>BUS163 Introduction to Accounting</b>	3pts	<b>BUS210 Marketing Research &amp; Analysis</b>	3pts
		<b>BUS123 Management in a Global Environment</b>	3pts	<b>BUS299 Consumer Behaviour</b>	3pts
		<b>Option</b>	3pts	<b>Option</b>	3pts
			12pts		12pts
<b>2025</b>	<b>Year 3</b>	<b>Option</b>	3pts	<b>BSL305 Company Law</b>	3pts
		<b>BSL201 Finance Law</b>	3pts	<b>BSL391 Alternative Dispute Resolution (T3)</b>	3pts
		<b>BUS225 Services, Relationship &amp; Retail Marketing</b>	3pts	<b>BUS350 Strategic Marketing</b>	3pts
		<b>Option</b>	3pts	<b>BUS370 Cross Cultural Marketing</b>	3pts
			12pts		12pts
<b>2026</b>	<b>Year 4</b>	<b>Part II Murdoch Spine Unit*</b>	3pts		
		<b>Business Law Specified Elective*</b>	3pts		
		<b>BUS334 Business Analytics</b>	3pts		
		<b>BUS359 Digital and Social Media Marketing</b>	3pts		
			12pts		

\*Part II Murdoch Spine Unit: Career Learning Units (total 6 points). Select from the following:

1. MSP200 Building Enterprise Skills – 3 pts
2. MSP201 Real World Learning – 3 pts or MSP202 The Search for Everything: Data Analytics and Storytelling in the Twenty-First Century – 3 pts or COM208 Podcast Production and Streaming – 3 pts

\*Students are to select one of the following Business Law Specified Electives:

BSL204 Tourism and Hospitality Law; or,  
BUS303 Taxation.