

## Bachelor of Business (B1367) – double major in Finance and Marketing

For students commencing in Semester 2 2022 at the South Street, Murdoch Campus

This sample study plan is based on the 2022 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	
2022	Year 1			<b>MSP100 Career Learning: Managing Your Career</b>	3pts
				<b>BUS124 Global Marketing</b>	3pts
				<b>BSL165 Foundations of Business Law</b>	3pts
				<b>BUS140 Introduction to Finance</b>	3pts
					12pts
2023	Year 2	<b>BUS171 Foundations of Economics</b>	3pts	<b>BUS286 Corporate Finance</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
2024	Year 3	<b>Part II Murdoch Spine Unit*</b>	3pts	<b>BUS330 International Finance</b>	3pts
		<b>BSL201 Finance Law</b>	3pts	<b>BUS333 Derivative Securities</b>	3pts
		<b>BUS288 Treasury Management</b>	3pts	<b>BUS350 Strategic Marketing</b>	3pts
		<b>BUS225 Services, Relationship &amp; Retail Marketing</b>	3pts	<b>BUS370 Cross Cultural Marketing</b>	3pts
			12pts		12pts
2025	Year 4	<b>Part II Murdoch Spine Unit*</b>	3pts		
		<b>BUS329 Investment Analysis</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 or BUS267 Career Self Development – 3 pts
2. MSP201 Real World Learning – 3 pts or BUS399 Business Models and Competition – 3 pts
3. MSP202 The Search for Everything: Data Analytics and Storytelling in the Twenty-First Century – 3 pts