

# Bachelor of Business (B1367) – double major in Hospitality & Tourism Management, and Marketing

For students commencing in Semester 1 2020 at the South Street, Murdoch Campus

This sample enrolment plan is based on the 2020 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	
2020	Year 1	<b>BUSI23 Management in a Global Environment</b>	3pts	<b>MSP100 Career Learning: Managing Your Career</b>	3pts
		<b>BUSI63 Introduction to Accounting</b>	3pts	<b>BUSI24 Global Marketing</b>	3pts
		<b>BUSI71 Foundations of Economics</b>	3pts	<b>BSLI65 Foundations of Business Law</b>	3pts
		<b>TOUI01 Introduction to Tourism Systems</b>	3pts	<b>Option</b>	3pts
			12pts		12pts
2021	Year 2	<b>MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning</b>	3pts	<b>BUS293 Organisation Theory &amp; Behaviour</b>	3pts
		<b>TOU221 Sustainable Tourism</b>	3pts	<b>BUS210 Marketing Research &amp; Analysis</b>	3pts
		<b>BSL204 Tourism and Hospitality Law</b>	3pts	<b>BUS299 Consumer Behaviour</b>	3pts
		<b>BUS225 Services, Relationship &amp; Retail Marketing</b>	3pts	<b>Option</b>	3pts
			12pts		12pts
2022	Year 3	<b>MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning</b>	3pts	<b>TOU323 Destination Management</b>	3pts
		<b>BUS334 Business Analytics</b>	3pts	<b>BUS338 Global Strategic Management</b>	3pts
		<b>BUS359 Digital and Social Media Marketing</b>	3pts	<b>BUS350 Strategic Marketing</b>	3pts
		<b>Option</b>	3pts	<b>BUS370 Cross Cultural Marketing</b>	3pts
			12pts		12pts