

| Bachelor of Business (B1367) – double major in Hospitality and Tourism Management 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 | | | MSP100 Career Learning: Managing Your Career | 3pts |
| | | | | BUS124 Global Marketing | 3pts |
| | | | | BSL165 Foundations of Business Law | 3pts |
| | | | | BUS123 Management in a Global Environment | 3pts |
| | | | | | 12pts |
| 2023 | Year 2 | BUS171 Foundations of Economics | 3pts | BUS293 Organisation Theory & Behaviour | 3pts |
| | | BUS163 Introduction to Accounting | 3pts | BUS210 Marketing Research & Analysis | 3pts |
| | | TOU101 Introduction to Tourism Systems | 3pts | BUS299 Consumer Behaviour | 3pts |
| | | Option | 3pts | Option | 3pts |
| | | | 12pts | | 12pts |
| 2024 | Year 3 | Part II Murdoch Spine Unit* | 3pts | BUS338 Global Strategic Management | 3pts |
| | | BSL204 Tourism and Hospitality Law | 3pts | TOU323 Destination Management | 3pts |
| | | TOU221 Sustainable Tourism | 3pts | BUS350 Strategic Marketing | 3pts |
| | | BUS225 Services, Relationship & Retail Marketing | 3pts | BUS370 Cross Cultural Marketing | 3pts |
| | | | 12pts | | 12pts |
| 2025 | Year 4 | Part II Murdoch Spine Unit* | 3pts | | |
| | | BUS334 Business Analytics | 3pts | | |
| | | BUS359 Digital and Social Media Marketing | 3pts | | |
| | | Option | 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