

Bachelor of Business

Business Law and Marketing

For students commencing in Semester 2 2024 at the South Street, Murdoch Campus.

This sample study plan is based on the 2024 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		Pts	Semester 2		Pts
2024	Year 1				BSL165 Foundations of Business Law	3	
					BUS124 Global Marketing	3	
					MSP100 Career Learning: Managing Your Career	3	
					BUS210 Marketing Research and Analysis	3	
							12
2025	Year 2		BUS171 Foundations of Economics	3	BSL202 Workplace Law	3	
			BUS163 Introduction to Accounting	3	BSL391 Alternative Dispute Resolution	3	
			BUS123 Management in a Global Environment	3	BUS370 Cross Cultural Marketing	3	
			Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3	BUS299 Consumer Behaviour	3	
							12
2026	Year 3		BUS225 Services, Relationship and Retail Marketing	3	BSL305 Company Law	3	
			BSL201 Finance Law	3	BUS350 Strategic Marketing	3	
			Spine Level 2	3	Business Law specified elective	3	
			General elective	3	General elective	3	
							12
2027	Year 4		BUS334 Business Analytics	3			
			BUS359 Digital and Social Media Marketing	3			
			General elective	3			
			General elective	3			
							12
Total						72	

Spine Level 2*

Note: MSP201 is not self-enrolled. Please see the current application deadlines for this unit, in the MSP201 Handbook page. Application deadlines close prior the teaching period start date, and late applications are not accepted.