

# Bachelor of Business

## Finance and Marketing

For students commencing in Semester 1 2024 at the South Street, Murdoch Campus.

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.

		Semester 1	Pts	Semester 2	Pts
2024	Year 1	Spine Level 2 or TLC101Communication Skills for Undergraduate Study	3	BUS124Global Marketing	3
		BUS140Introduction to Finance	3	BUS123Management in a Global Environment	3
		BUS163Introduction to Accounting	3	BSL165Foundations of Business Law	3
		BUS171Foundations of Economics	3	MSP100Career Learning: Managing Your Career	3
				12	
2025	Year 2	BUS225Services, Relationship and Retail Marketing	3	BUS210Marketing Research and Analy sis	3
		BUS288Treasury Management	3	BUS330International Finance	3
		BUS286Corporate Finance	3	BUS299Consumer Behaviour	3
		Spine Level 2	3	General elective	3
				12	
2026	Year 3	BUS334Business Analytics	3	BUS333Derivative Securities	3
		BUS329Investment Analysis	3	BUS350Strategic Marketing	3
		BUS359Digital and Social Media Marketing	3	BUS370Cross Cultural Marketing	3
		BSL201Finance Law	3	General elective	3
				12	
				<b>Total</b>	<b>72</b>