

# Bachelor of Business

## Hotel and Tourism Management 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 TLC 101 Communication Skills for Undergraduate Study	3	BUS171 Foundations of Economics	3
		BUS124 Global Marketing	3	BUS163 Introduction to Accounting	3
		BUS123 Management in a Global Environment	3	BSL165 Foundations of Business Law	3
		TOU101 Introduction to Tourism Systems	3	MSP100 Career Learning: Managing Your Career	3
			12		12
2025	Year 2	BUS225 Services, Relationship and Retail Marketing	3	BUS210 Marketing Research and Analysis	3
		BSL204 Tourism and Hospitality Law	3	BUS293 Organisational Theory and Behaviour	3
		Spine Level 2	3	BUS299 Consumer Behaviour	3
		General elective	3	BUS370 Cross Cultural Marketing	3
			12		12
2026	Year 3	BUS334 Business Analytics	3	TOU323 Destination Management	3
		TOU221 Sustainable Tourism	3	BUS338 Global Strategic Management	3
		BUS359 Digital and Social Media Marketing	3	BUS350 Strategic Marketing	3
		General elective	3	General elective	3
			12		12
				Total	72