

# Bachelor of Business

## 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	BUS210 Marketing Research and Analysis	3
		BSL165 Foundations of Business Law	3	MSP100 Career Learning: Managing Your Career	3
			12		12
2025	Year 2	BUS225 Services, Relationship and Retail Marketing	3	BUS230 Change Management	3
		BUS219 International Business	3	BUS299 Consumer Behaviour	3
		Spine Unit 3 or equivalent	3	BUS370 Cross Cultural Marketing	3
		BUS363 Scaling Agile projects	3	General elective	3
			12		12
2026	Year 3	BUS359 Digital and Social Media Marketing	3	BUS350 Strategic Marketing	3
		BUS334 Business Analytics	3	BUS338 Global Strategic Management	3
		BUS293 Organisational Theory and Behaviour	3	BUS368 Cultures of Innovation	3
		General elective	3	General elective	3
			12		12
				<b>Total</b>	<b>72</b>