

Bachelor of Business

Management 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			MSP100 Career Learning: Managing Your Career	3
				BUS124 Global Marketing	3
				BUS171 Foundations of Economics	3
				General elective	3
					12
2025	Year 2	BUS123 Management in a Global Environment	3	BUS230 Change Management	3
		BUS163 Introduction to Accounting	3	BUS299 Consumer Behaviour	3
		BSL165 Foundations of Business Law	3	BUS293 Organisational Theory and Behaviour	3
		General elective	3	BUS210 Marketing Research and Analysis	3
				12	12
2026	Year 3	Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3	BUS350 Strategic Marketing	3
		BUS225 Services, Relationship and Retail Marketing	3	BUS338 Global Strategic Management	3
		BUS219 International Business	3	BUS368 Cultures of Innovation	3
		General elective	3	BUS370 Cross Cultural Marketing	3
				12	12
2027	Year 4	Spine Unit 3 or equivalent	3		
		BUS359 Digital and Social Media Marketing	3		
		BUS334 Business Analytics	3		
		BUS363 Scaling Agile projects	3		
				12	
				Total	72