

Combined Bachelor of Business (major in Marketing) and Bachelor of Entrepreneurship & Innovation (BI394)

For students commencing in Semester I 2021 at the South Street, Murdoch Campus

This sample study plan is based on the 2021 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		Semester 2	
2021	Year 1	MSP100 Career Learning: Managing Your Career	3pts	BUS124 Global Marketing	3pts
		BUS123 Management in a Global Environment	3pts	ICRI01 The Innovator's Mindset	3pts
		BUS163 Introduction to Accounting	3pts	BSL165 Foundations of Business Law	3pts
		BUS171 Foundations of Economics	3pts	Option	3pts
			12pts		12pts
2022	Year 2	MSP200 Career Learning: Developing Skills	3pts	ICR201 Foundations of Entrepreneurship	3pts
		BUS368 Cultures of Innovation	3pts	ART202 The Weight of Data	3pts
		BUS225 Services, Relationship & Retail Marketing	3pts	BUS221 Entrepreneurial Strategy	6pts
		Option	3pts		
			12pts		12pts
2023	Year 3	BUS353 Making it Real: Operations & Project Management for Scale	3pts	BUS299 Consumer Behaviour	3pts
		GRD204 Design Thinking for Innovation	3pts	BUS210 Marketing Research & Analysis	3pts
		BUS334 Business Analytics	3pts	Option	3pts
		Option	3pts	Option	3pts
			12pts		12pts
2024	Year 4	MSP201 Real-World Learning	3pts	BUS367 The Compelling Entrepreneur: Stand and Deliver	6pts
		BUS369 Standing in the Nexus: Bridging People and Networks	3pts	BUS350 Strategic Marketing	3pts
		BUS365 Influencing on the Inside	3pts	BUS370 Cross Cultural Marketing	3pts
		BUS359 Digital & Social Media Marketing	3pts		
			12pts		12pts