


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

For students commencing in Semester 2 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			<b>MSP100 Career Learning: Managing Your Career</b>	3pts
				<b>BUS123 Management in a Global Environment</b>	3pts
				<b>BUS171 Foundations of Economics</b>	3pts
				<b>ICR101 The Innovator's Mindset</b>	3pts
					12pts
2022	Year 1/2	<b>BUS124 Global Marketing</b>	3pts	<b>MSP200 Career Learning: Developing Skills</b>	3pts
		<b>BUS163 Introduction to Accounting</b>	3pts	<b>ICR201 Foundations of Entrepreneurship</b>	3pts
		<b>BSL165 Foundations of Business Law</b>	3pts	<b>ART202 The Weight of Data</b>	3pts
		<b>Option</b>	3pts	<b>BUS299 Consumer Behaviour</b>	3pts
			12pts		12pts
2023	Year 2/3	<b>BUS368 Cultures of Innovation</b>	3pts	<b>BUS221 Entrepreneurial Strategy</b>	6pts
		<b>GRD204 Design Thinking for Innovation</b>	3pts	<b>BUS210 Marketing Research &amp; Analysis</b>	3pts
		<b>BUS225 Services, Relationship &amp; Retail Marketing</b>	3pts	<b>Option</b>	3pts
		<b>Option</b>	3pts		
			12pts		12pts
2024	Year 3/4	<b>BUS353 Making it Real: Operations &amp; Project Management for Scale</b>	3pts	<b>BUS367 The Compelling Entrepreneur: Stand and Deliver</b>	6pts
		<b>BUS369 Standing in the Nexus: Bridging People and Networks</b>	3pts	<b>BUS350 Strategic Marketing</b>	3pts
		<b>BUS365 Influencing on the Inside</b>	3pts	<b>BUS370 Cross Cultural Marketing</b>	3pts
		<b>Option</b>	3pts		
			12pts		12pts
2025	Year 4	<b>MSP201 Real-World Learning</b>	3pts		
		<b>BUS359 Digital &amp; Social Media Marketing</b>	3pts		
		<b>BUS334 Business Analytics</b>	3pts		
		<b>Option</b>	3pts		
			12pts		