

## Combined Bachelor of Business (major in Marketing) and Bachelor of Entrepreneurship & Innovation (B1394)

For students commencing in Semester 1 2022 at the South Street, Murdoch Campus

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