

Bachelor of Business (BI367) – double major in Management, and Strategic Communications (VI)

For students commencing in Semester 1 2019 at the South Street, Murdoch Campus

This sample study plan is based on the 2019 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

Academic Chair: Mr John Murphy (J.Murphy@murdoch.edu.au)

	Semester 1		Semester 2	
Year 1	BUS123 Management in a Global Environment BUS171 Foundations of Economics COM107 Strategic Communication COM109 Introduction to Digital Media Skills	3pts 3pts 3pts 3pts <hr/> 12pts	MSP100 Career Learning: Managing Your Career BUS124 Global Marketing BSL165 Foundations of Business Law BUS163 Introduction to Accounting	3pts 3pts 3pts 3pts <hr/> 12pts
Year 2	BUS219 International Business BUS334 Business Analytics COM202 Content Creation COM215 Public Relations in Society	3pts 3pts 3pts 3pts <hr/> 12pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS293 Organisation Theory & Behaviour BUS230 Change Management COM214 Communication Strategy and Planning	3pts 3pts 3pts 3pts <hr/> 12pts
Year 3	BUS353 Making it Real; Operations and Project Management for Scale BUS369 Standing in the Nexus; Bridging People and Networks COM345 Issues and Crisis Management COM302 Web Analytics	3pts 3pts 3pts 3pts <hr/> 12pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS338 Global Strategic Management COM307 Campaign Management Option	3pts 3pts 3pts 3pts <hr/> 12pts