

Bachelor of Business (BI367) – double major in Marketing, and Games Art and Design (Modelling and Animation Stream)

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 BUS163 Introduction to Accounting BUS171 Foundations of Economics GADI54 Introduction to Games Art and Design	3pts 3pts 3pts 3pts 12pts	MSP100 Career Learning: Managing Your Career BUS124 Global Marketing BSL165 Foundations of Business Law GADI64 3D Modelling	3pts 3pts 3pts 3pts 12pts
Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS225 Services, Relationship & Retail Marketing GAD261 Games Art GAD241 Animation	3pts 3pts 3pts 3pts 12pts	BUS210 Marketing Research & Analysis BUS299 Consumer Behaviour GAD232 Critical Games, Play and Design Option	3pts 3pts 3pts 3pts 12pts
Year 3	BUS334 Business Analytics BUS359 Digital and Social Media Marketing GAD361 VR, Platforms, and Publishing GAD363 3D Sculpting	3pts 3pts 3pts 3pts 12pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS350 Strategic Marketing BUS370 Cross Cultural Marketing GAD365 Advanced Character Animation	3pts 3pts 3pts 3pts 12pts