

Bachelor of Commerce (B1359) - double major in Global Business and Politics, and Marketing

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	3pts	MSP100 Career Learning: Managing Your Career	3pts
	BUS163 Introduction to Accounting	3pts	BUS124 Global Marketing	3pts
	BUS171 Foundations of Economics	3pts	BUS122 Business in Society	3pts
	Option	3pts	POLI40 National Business Systems and Transnational Capitalism	3pts
		12pts		12pts
Year 2	BUS368 Cultures of Innovation	3pts	POL246 Public Policy Analysis; OR	3pts
	POL298 International Political Economy	3pts	POL228 Democracy and Capitalism	3pts
	BUS284 Comparative Corporate Governance Structures	3pts	BUS341 Business Negotiations; an International Perspective	3pts
	BUS225 Services, Relationship & Retail Marketing	3pts	BUS210 Marketing Research & Analysis	3pts
			BUS299 Consumer Behaviour	3pts
		12pts		12pts
Year 3	MSP200 Career Learning: Developing Skills or	3pts	POL362 Administering Global Business and Governance	3pts
	MSP201 Real-World Learning	3pts	POL301 Public Policy Project	3pts
	MSP201 Real-World Learning or	3pts	BUS350 Strategic Marketing	3pts
	BUS399 The Signature Experience	3pts	BUS370 Cross Cultural Marketing	3pts
	BUS334 Business Analytics	3pts		
		12pts		12pts