

# Bachelor of Commerce (B1359) - double major in Hospitality & Tourism Management, 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	<b>BUSI23 Management in a Global Environment</b>	3pts	<b>MSP100 Career Learning: Managing Your Career</b>	3pts
	<b>BUSI63 Introduction to Accounting</b>	3pts	<b>BUSI24 Global Marketing</b>	3pts
	<b>BUSI71 Foundations of Economics</b>	3pts	<b>BUSI22 Business in Society</b>	3pts
	<b>TOUI01 Introduction to Tourism Systems</b>	3pts	<b>BSL165 Foundations of Business Law</b>	3pts
		12pts		12pts
Year 2	<b>MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning</b>	3pts	<b>BUS368 Cultures of Innovation</b>	3pts
	<b>TOU221 Sustainable Tourism</b>	3pts	<b>BUS293 Organisation Theory &amp; Behaviour</b>	3pts
	<b>BSL204 Tourism &amp; Hospitality Law</b>	3pts	<b>BUS210 Marketing Research &amp; Analysis</b>	3pts
	<b>BUS225 Services, Relationship &amp; Retail Marketing</b>	3pts	<b>BUS299 Consumer Behaviour</b>	3pts
			12pts	
Year 3	<b>MSP201 Real-World Learning or BUS399 The Signature Experience</b>	3pts	<b>TOU323 Destination Management</b>	3pts
	<b>BUS359 Digital &amp; Social Media Marketing</b>	3pts	<b>BUS338 Global Strategic Management</b>	3pts
	<b>BUS334 Business Analytics</b>	3pts	<b>BUS350 Strategic Marketing</b>	3pts
	<b>Option</b>	3pts	<b>BUS370 Cross Cultural Marketing</b>	3pts
			12pts	