

Bachelor of Commerce (B1359) - double major in 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	BUSI23 Management in a Global Environment	3pts	MSP100 Career Learning: Managing Your Career	3pts
	BUSI63 Introduction to Accounting	3pts	BUSI24 Global Marketing	3pts
	BUSI71 Foundations of Economics	3pts	BUSI22 Business in Society	3pts
	Option	3pts	Option	3pts
		12pts		12pts
Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning	3pts	BUS293 Organisation Theory & Behaviour	3pts
	BUS219 International Business	3pts	BUS230 Change Management	3pts
	BUS225 Services, Relationship & Retail Marketing	3pts	BUS210 Marketing Research & Analysis	3pts
	BUS334 Business Analytics	3pts	BUS299 Consumer Behaviour	3pts
		12pts		12pts
Year 3	BUS368 Cultures of Innovation	3pts	MSP201 Real-World Learning or BUS399 The Signature Experience	3pts
	BUS353 Making it Real: Operations & Project Management for Scale	3pts	BUS338 Global Strategic Management	3pts
	BUS369 Standing in the Nexus: Bridging People and Networks	3pts	BUS350 Strategic Marketing	3pts
	BUS359 Digital & Social Media Marketing	3pts	BUS370 Cross Cultural Marketing	3pts
		12pts		12pts