

Bachelor of Commerce (B1359) - double major in Management, and Strategic Communications (v1)

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
	COMI07 Strategic Communication	3pts	BUSI22 Business in Society	3pts
	COMI09 Introduction to Digital Media Skills	3pts	BUSI71 Foundations of Economics	3pts
		12pts		12pts
Year 2	BUS219 International Business	3pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning	3pts
	BUS334 Business Analytics	3pts	BUS368 Cultures of Innovation	3pts
	COM202 Content Creation	3pts	BUS293 Organisation Theory & Behaviour	3pts
	COM215 Public Relations in Society	3pts	COM214 Communication Strategy and Planning	3pts
		12pts		12pts
Year 3	BUS353 Making it Real; Operations and Project Management for Scale	3pts	MSP201 Real-World Learning or BUS399 The Signature Experience	3pts
	BUS369 Standing in the Nexus; Bridging People and Networks	3pts	BUS230 Change Management	3pts
	COM345 Issues and Crisis Management	3pts	BUS338 Global Strategic Management	3pts
	COM302 Web Analytics	3pts	COM307 Campaign Management	3pts
		12pts		12pts