

# Bachelor of Business

## Accounting and Marketing

For students commencing in Semester 2 2024 at the South Street, Murdoch Campus.

This sample study plan is based on the 2024 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

			Semester 1	Pts		Semester 2	Pts
2024	Year 1					BSL165 Foundations of Business Law	3
						BUS140 Introduction to Finance	3
						BUS163 Introduction to Accounting	3
						BUS210 Marketing Research and Analysis	3
							12
2025	Year 2		BUS171 Foundations of Economics	3		BUS286 Corporate Finance	3
			BUS124 Global Marketing	3		BUS299 Consumer Behaviour	3
			MSP100 Career Learning: Managing Your Career	3		BUS287 Management Accounting	3
			BUS123 Management in a Global Environment	3		BUS370 Cross Cultural Marketing	3
				12			12
2026	Year 3		BUS285 Technology and Accounting Processes	3		BUS306 Auditing	3
			BUS225 Services, Relationship and Retail Marketing	3		BSL305 Company Law	3
			Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3		BUS304 Accounting Theory and Accountability	3
			BUS359 Digital and Social Media Marketing	3		BUS350 Strategic Marketing	3
				12			12
2027	Year 4		BUS303 Taxation	3			
			BUS356 Contemporary Financial Accounting	3			
			BUS334 Business Analytics	3			
			Spine Level 2	3			
				12			
						<b>Total</b>	<b>72</b>

Spine Level 2\*

*Note: MSP201 is not self-enrolled. Please see the current application deadlines for this unit, in the MSP201 Handbook page. Application deadlines close prior the teaching period start date, and late applications are not accepted.*

The Bachelor of Business in Accounting at Murdoch University is an accredited degree, and the students need to complete Professional Accounting minor along with Accounting major.