

Bachelor of Business

Finance 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					MSP100 Career Learning: Managing Your Career	3
						BUS124 Global Marketing	3
						BSL165 Foundations of Business Law	3
						BUS140 Introduction to Finance	3
							12
2025	Year 2		BUS163 Introduction to Accounting	3		BUS210 Marketing Research and Analysis	3
			BUS171 Foundations of Economics	3		BUS286 Corporate Finance	3
			BUS123 Management in a Global Environment	3		BUS299 Consumer Behaviour	3
			Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3		General elective	3
				12			12
2026	Year 3		BUS225 Services, Relationship and Retail Marketing	3		BUS333 Derivative Securities	3
			BUS288 Treasury Management	3		BUS350 Strategic Marketing	3
			BSL201 Finance Law	3		BUS370 Cross Cultural Marketing	3
			Spine Level 2	3		BUS330 International Finance	3
				12			12
2027	Year 4		BUS334 Business Analytics	3			
			BUS329 Investment Analysis	3			
			BUS359 Digital and Social Media Marketing	3			
			General elective	3			
				12			
						Total	72

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.