

# Bachelor of Business

## Hospitality and Tourism Management 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			BUS124Global Marketing	3
				BUS123Management in a Global Environment	3
				BSL165Foundations of Business Law	3
				MSP100Career Learning: Managing Your Career	3
					12
2025	Year 2	BUS171Foundations of Economics	3	BUS210Marketing Research and Analysis	3
		BUS163Introduction to Accounting	3	BUS293Organisational Theory and Behaviour	3
		TOU101Introduction to Tourism Systems	3	BUS299Consumer Behaviour	3
		Spine Level 2 or TLC101Communication Skills for Undergraduate Study	3	BUS370Cross Cultural Marketing	3
				12	12
2026	Year 3	BUS225Services, Relationship and Retail Marketing	3	TOU323Destination Management	3
		BSL204Tourism and Hospitality Law	3	BUS338Global Strategic Management	3
		Spine Level 2	3	BUS350Strategic Marketing	3
		General elective	3	General elective	3
				12	12
2027	Year 4	BUS334Business Analytics	3		
		BUS359Digital and Social Media Marketing	3		
		General elective	3		
		General elective	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.*