

# Bachelor of Business

## Marketing and Entrepreneurship and Innovation

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					MSP100Career Learning: Managing Your Career	3
						BUS124Global Marketing	3
						BUS123Management in a Global Environment	3
						General elective	3
							12
2025	Year 2		BUS171Foundations of Economics	3		BUS299Consumer Behaviour	3
			BUS163Introduction to Accounting	3		BUS210Marketing Research and Analysis	3
			BSL165Foundations of Business Law	3		BUS221Entrepreneurial Strategy - 6 credit points	6
			BUS109The Innovator's Mindset	3		BUS220Foundations of Entrepreneurship	
				12			12
2026	Year 3		Spine Level 2 or TLC101Communication Skills for Undergraduate Study	3		BUS350Strategic Marketing	3
			BUS225Services, Relationship and Retail Marketing	3		BUS366The Compelling Entrepreneur	3
			BUS354Leading Emerging Futures	3		BUS380Entrepreneurial Finance	3
			General elective	3		BUS370Cross Cultural Marketing	3
				12			12
2027	Year 4		BUS359Digital and Social Media Marketing	3			
			BUS334Business Analytics	3			
			BUS363Scaling Agile projects	3			
			Spine Unit 3 or equivalent	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.*