

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			MSP100 Career Learning: Managing Your Career	3
				BUS124 Global Marketing	3
				BUS171 Foundations of Economics	3
				General elective	3
					12
2025	Year 2	BUS123 Management in Global Environment	3	BUS299 Consumer Behaviour	3
		BUS163 Introduction to Accounting	3	BUS210 Marketing Research and Analysis	3
		BSL165 Foundations of Business Law	3	BUS221 Entrepreneurial Strategy - 6 credit points	6
		BUS109 The Innovator's Mindset	3	BUS220 Foundations of Entrepreneurship	
			12		12
2026	Year 3	Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3	BUS350 Strategic Marketing	3
		BUS225 Services, Relationship and Retail Marketing	3	BUS366 The Compelling Entrepreneur	3
		BUS354 Leading Emerging Futures	3	BUS380 Entrepreneurial Finance	3
		General elective	3	BUS370 Cross Cultural Marketing	3
			12		12
2027	Year 4	BUS359 Digital and Social Media Marketing	3		
		BUS334 Business Analytics	3		
		BUS363 Scaling Agile projects	3		
		Spine Unit 3 or equivalent	3		
			12		
				Total	72