

Bachelor of Business – Human Resources Management and Marketing

Academic Chair: [Arif Sikander](#)

Start Date: Semester 1 2025

Year 1 – 2025	Semester 1 Units	CP	Semester 2 Units	CP
		MSP100 Career Learning: Managing Your Career	3	BUS171 Foundations of Economics
	BUS124 Global Marketing	3	BUS163 Introduction to Accounting	3
	BUS123 Management in a Global Environment	3	BSL165 Foundations of Business Law	3
	General Elective	3	BUS210 Marketing Research and Analysis	3
	Total	12	Total	12
Year 2 – 2026	Semester 1 Units	CP	Semester 2 Units	CP
		BUS225 Services, Relationship and Retail Marketing	3	BSL202 Workplace Law
	BUS226 Talent Acquisition	3	BUS230 Change Management	3
	BUS293 Organisation Theory & Behaviour	3	BUS299 Consumer Behaviour	3
	BUS279 Digital and Social Media Marketing – new unit	3	BUS278 Content Marketing – new unit	3
	Total	12	Total	12
Year 3 – 2027	Semester 1 Units	CP	Semester 2 Units	CP
		BUS332 Employee Relations	3	BUS350 Strategic Marketing
	BUS371 Talent Management	3	Part II Murdoch Spine Unit*	3
	BUS334 Business Analytics	3	Part II Murdoch Spine Unit*	3
	Specified Elective:			
	BUS391 Search Engine Marketing – new unit OR BUS334 Business Analytics	3	<u>General elective</u>	3
	Total	12	Total	12

TOTAL CREDIT POINTS 72

Notes
The Bachelor of Business in Human Resource Management is an accredited degree. To achieve accreditation, students must enrol in the Leading the Future of Work minor.

Please note: This course plan is a sample only and must be read in conjunction with the full course structure, unit prerequisites and enrolment options as outlined in the [Handbook](#). Students should note that due to unit prerequisites, commencing study in Semester 2 may extend the duration of the course. This information is correct as at 09/07/2024