

# Bachelor of Business (BI367) – double major in Hospitality & Tourism Management and Marketing

**For students commencing in Semester 1 2019 at the South Street, Murdoch Campus**

This sample study plan is based on the 2019 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

Academic Chair: Mr John Murphy (J.Murphy@murdoch.edu.au)

	Semester 1		Semester 2	
Year 1	<b>BUSI23 Management in a Global Environment</b> <b>BUSI63 Introduction to Accounting</b> <b>BUSI71 Foundations of Economics</b> <b>TOUI01 Introduction to Tourism Systems</b>	3pts 3pts 3pts 3pts 12pts	<b>MSP100 Career Learning: Managing Your Career</b> <b>BUSI24 Global Marketing</b> <b>BSL165 Foundations of Business Law</b> <b>Option</b>	3pts 3pts 3pts 3pts 12pts
Year 2	<b>MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning</b> <b>TOU221 Sustainable Tourism</b> <b>BSL204 Tourism and Hospitality Law</b> <b>BUS225 Services, Relationship &amp; Retail Marketing</b>	3pts 3pts 3pts 3pts 12pts	<b>BUS293 Organisation Theory &amp; Behaviour</b> <b>BUS210 Marketing Research &amp; Analysis</b> <b>BUS299 Consumer Behaviour</b> <b>Option</b>	3pts 3pts 3pts 3pts 12pts
Year 3	<b>MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning</b> <b>BUS334 Business Analytics</b> <b>BUS359 Digital and Social Media Marketing</b> <b>Option</b>	3pts 3pts 3pts 3pts 12pts	<b>TOU323 Destination Management</b> <b>BUS338 Global Strategic Management</b> <b>BUS350 Strategic Marketing</b> <b>BUS370 Cross Cultural Marketing</b>	3pts 3pts 3pts 3pts 12pts