

Bachelor of Business (B1367) – double major in International Business, 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	BUS123 Management in a Global Environment BUS163 Introduction to Accounting BUS171 Foundations of Economics Option	3pts 3pts 3pts 3pts 12pts	MSP100 Career Learning: Managing Your Career BUS124 Global Marketing BSL165 Foundations of Business Law Option	3pts 3pts 3pts 3pts 12pts
Year 2	BUS219 International Business BUS284 Comparative Corporate Governance Structures BUS211 International Logistics BUS225 Services, Relationship & Retail Marketing	3pts 3pts 3pts 3pts 12pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS210 Marketing Research & Analysis BUS299 Consumer Behaviour Option	3pts 3pts 3pts 3pts 12pts
Year 3	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS212 Introduction to International Finance BUS334 Business Analytics BUS359 Digital and Social Media Marketing	3pts 3pts 3pts 3pts 12pts	BUS338 Global Strategic Management BUS341 Business Negotiations; an International Perspective BUS350 Strategic Marketing BUS370 Cross Cultural Marketing	3pts 3pts 3pts 3pts 12pts