

Bachelor of Business (BI367) – double major in Management, and Strategic Communications (V2)

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 | BUSI23 Management in a Global Environment | 3pts | MSP100 Career Learning: Managing Your Career | 3pts |
| | BUSI71 Foundations of Economics | 3pts | BUSI24 Global Marketing | 3pts |
| | BUSI63 Introduction to Accounting | 3pts | BSL165 Foundations of Business Law | 3pts |
| | COMI07 Strategic Communication | 3pts | GRDI18 Introduction to Graphic Design | 3pts |
| | | 12pts | | 12pts |
| Year 2 | BUS219 International Business | 3pts | MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning | 3pts |
| | BUS334 Business Analytics | 3pts | BUS293 Organisation Theory & Behaviour | 3pts |
| | COM202 Content Creation | 3pts | BUS230 Change Management | 3pts |
| | COM215 Public Relations in Society | 3pts | COM214 Communication Strategy and Planning | 3pts |
| | | 12pts | | 12pts |
| Year 3 | BUS353 Making it Real; Operations and Project Management for Scale | 3pts | MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning | 3pts |
| | BUS369 Standing in the Nexus; Bridging People and Networks | 3pts | BUS338 Global Strategic Management | 3pts |
| | COM345 Issues and Crisis Management | 3pts | COM307 Campaign Management | 3pts |
| | GRD263 Web Design | 3pts | Option | 3pts |
| | | 12pts | | 12pts |