

# Bachelor of Business



## LOCATION

## START

Sunshine Coast

Semester 1, Semester 2

Moreton Bay

Semester 1, Semester 2

Welcome to a fast-paced, dynamic and exciting world. Whether you want to work in international business, digital marketing, social enterprise or as an entrepreneur, this degree provides the skills and knowledge needed to make a positive impact across a changing economy.

Explore all majors in the Bachelor of Business.

In this program you will:

- Study fundamentals of contemporary business and enterprise, including management, marketing, business law, corporate governance and social responsibility
- Learn to develop business products and services, identify and analyse markets, and think creatively and critically to solve business problems
- Gain practical experience and apply learnings through a 96-hour internship or industry-facing project
- Major in Tourism, Leisure and Event Management, Business Administration, Marketing, Human Resource Management, and more

## Career opportunities

- Academia
- Government positions
- Corporate positions
- Consultancy
- Business management
- Human resource management
- Marketing management
- Market research
- International business
- Computing
- Systems analysis

CRICOS Code  
022807A

## Duration

3 years

Only a full-time option is available to international students on a Student visa. Online programs are not available to Student visa holders.

## Indicative 2024 fees

A\$25,000

## Annual fee

Tuition fees are reviewed each calendar year. The fee you must pay for a given teaching period is that which has been approved by UniSC for the calendar year in which the teaching period commences

## Recommended prior study

English; General Maths, Maths Methods or Specialist Maths

## Delivery mode

Blended Learning

## Total courses

24

## Total units

288

## UniSC program code

BU301

## Program structure

### Introductory courses (6) 72 units

ACC106 Accounting Principles  
BUS101 Exploring Business Research  
BUS102 Economics for Business  
BUS104 Discovering Management  
BUS105 Marketing Essentials  
BUS108 Information Systems in Organisations

### Developing and Graduate courses (4) 48 units

BUS203 Business Law  
BUS306 World of Work: Your Pathway to Employment

[usc.edu.au/bu301](https://usc.edu.au/bu301)

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If you were issued a UniSC Letter of Offer, it will specify your study location and teaching period of offer. Study options and teaching period of offer can vary depending on the study location. For full details, visit [usc.edu.au](https://usc.edu.au).

BUS320 Business, Governance and Society

PLUS select 1 course from:

BCI300 Work Integrated Learning Project

BCI301 Work Integrated Learning Placement

Major courses (8) 96 units

Select one major from these Business study areas:

- Business Administration
- Digital Futures
- Economics and Finance
- Human Resource Management
- Marketing
- Small Business Management
- Tourism, Leisure and Event Management

Elective courses

Between 72 and 96 units

Select up to a total of 96 units from the undergraduate elective course options. The number of electives is dependant on the major chosen. Total program unit value must be 288 units.

Note: Program structures are subject to change. Not all UniSC courses are available on every UniSC campus.

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