

# Bachelor of / Bachelor of Business / Creative Industries



LOCATION	START
Sunshine Coast	Semester 1, Semester 2
Moreton Bay	Semester 1, Semester 2

Open a world of opportunities via a flexible double degree that combines creativity with industry-relevant business skills. Become adept in key areas like management, marketing and communication, and specialise in music, social media, creative writing, fashion studies and more. Take advantage of diverse opportunities in expanding creative and digital industries, or specialise in traditional areas.

In this program you will:

- Study the fundamentals of contemporary business. Develop the skills and mindset needed to succeed
- Develop specialist creative and technical skills and build your professional portfolio
- Gain hands-on experience through internships and work placements, and grow your professional network
- Nurture critical thinking, problem solving, teamwork and communication skills

Career opportunities

- Business manager
- Entrepreneur
- Marketing coordinator
- HR manager
- Innovation manager
- Communications professional
- Market researcher
- Writer/publisher
- Creative director
- Advertising executive
- International business
- Tourism and hospitality manager

CRICOS Code  
0101332

Duration  
4 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  
32

Total units  
384

UniSC program code  
AB307

## Program structure

Introductory courses (12) 144 units

ACC106 Accounting Principles  
BUS101 Exploring Business Research  
BUS102 Economics for Business  
BUS104 Discovering Management  
BUS105 Marketing Essentials  
BUS108 Information Systems in Organisations  
CMN103 Introduction to the Creative Industries  
CMN104 Introduction to Screen and Media Industries  
CMN105 Creative Production

[usc.edu.au/ab307](http://usc.edu.au/ab307)

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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](http://usc.edu.au).

CMN116 Playing with Words: an Introduction to Creative Writing Craft  
DRA102 Exploring Twentieth Century Theatre  
MUS102 Performance 1

Developing courses (1) 12 units

BUS203 Business Law

Graduate courses (3) 36 units

BUS306 World of Work: Your Pathway to Employment

BUS320 Business, Governance and Society

TSM315 Running Meetings, Incentives, Conventions and Exhibitions (M.I.C.E) industry events

PLUS select 1 course (1) 12 units from:

BCI300 Work Integrated Learning Project

BCI301 Work Integrated Learning Placement

BCI302 Work Integrated Learning Project

BCI303 Work Integrated Learning Placement

Business Major courses (8) 96 units

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

Creative Industries Major courses (8) 96 units

- Creative Writing and Publishing
- Music
- Screen Media
- Theatre and Performance

Elective courses

Select up to a total of 12 to 36 units from the undergraduate elective course options. The number of electives is dependent on the Business major and Creative Industries major chosen. The total number of units required to complete the program is 384 units.

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

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