

# Bachelor of Business



| LOCATION       | ENTRY THRESHOLD | QTAC CODE | START                  |
|----------------|-----------------|-----------|------------------------|
| Sunshine Coast | 50.00           | 012001    | Semester 1, Semester 2 |
| Moreton Bay    | 50.00           | 014601    | Semester 1, Semester 2 |
| Online         | 50.00           | 015019    | 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

Duration

3 years

Full-time or equivalent part-time

Indicative 2024 fees

A\$13,913 - 2024 Fees (CSP)

Fees are indicative only and will change based on courses selected and are subject to yearly increases

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

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

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 1 May 2024

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).

BUS306 World of Work: Your Pathway to Employment  
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.