

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

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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.

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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