Bachelor of / Bachelor of

Business / Communication

Sunshine Coast, Semester 1 2023

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
CMN101 Introduction to Creative Entrepreneurship
CMN106 Contemporary Communication Theory and Trends
CMN107 Communication for the Creative Professional
CMN109 Editing for Professionals
CMN120 Introduction to Contemporary Global Media and Communication
CMN150 Digital Journalism

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
CMN314 Global Communication

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

Communication Major courses (8) 96 units

- Journalism
- Social Media

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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Total units: 384

Study sequence

Semester 1

COURSE	SEMESTER OF OFFER (SUNSHINE COAST)	UNITS	REQUISITES
BUS101 Exploring Business Research	• Semester 1, Semester 2	12	
CMN101 Introduction to Creative Entrepreneurship	• Semester 1	12	
CMN106 Contemporary Communication Theory and Trends	• Semester 1	12	
CMN107 Communication for the Creative Professional	• Semester 1	12	

Semester 2

COURSE	SEMESTER OF OFFER (SUNSHINE COAST)	UNITS	REQUISITES
BUS102 Economics for Business	• Semester 1, Semester 2	12	
BUS104 Discovering Management	• Semester 1, Semester 2	12	
BUS105 Marketing Essentials	• Semester 1, Semester 2	12	
CMN109 Editing for Professionals	• Semester 2	12	Anti: CMN213

Semester 1

COURSE	SEMESTER OF OFFER (SUNSHINE COAST)	UNITS	REQUISITES
ACC106 Accounting Principles	• Semester 1, Semester 2	12	
CMN120 Introduction to Contemporary Global Media and Communication	• Semester 1	12	
BUS203 Business Law	• Semester 1, Semester 2	12	Anti: BUS103 or LAW101 or LAW102 or LAW201 or LAW202 or LAW203 or LAW204

PLUS select 1 course from your chosen Business major, Communication major OR the undergraduate elective course options.

Semester 2

COURSE	SEMESTER OF OFFER (SUNSHINE COAST)	UNITS	REQUISITES
BUS108 Information Systems in Organisations	• Semester 1, Semester 2	12	Anti:

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			ACC108
CMN150 Digital Journalism	• Semester 2	12	

PLUS select 2 courses from your chosen Business major, Communication major OR the undergraduate elective course options.

Semester 1

COURSE	SEMESTER OF OFFER (SUNSHINE COAST)	UNITS	REQUISITES
CMN314 Global Communication	• Semester 1	12	

PLUS select 3 courses from your chosen Business major, Communication major OR the undergraduate elective course options.

Semester 2

COURSE	SEMESTER OF OFFER (SUNSHINE COAST)	UNITS	REQUISITES
BUS306 World of Work: Your Pathway to Employment	• Semester 1, Semester 2	12	

PLUS select 3 courses from your chosen Business major, Communication major OR the undergraduate elective course options.

Semester 1

COURSE	SEMESTER OF OFFER (SUNSHINE COAST)	UNITS	REQUISITES
BUS320 Business, Governance and Society	• Semester 1, Semester 2	12	Pre: Completed 144 units in undergraduate business courses

PLUS select 3 courses from your chosen Business major, Communication major OR the undergraduate elective course options.

Semester 2

Select 1 course from:

COURSE	SEMESTER OF OFFER (SUNSHINE COAST)	UNITS	REQUISITES
BCI300 Work Integrated Learning Project	• Semester 1, Semester 2	12	Pre: Completion of 192 units Anti: CMN311, CMN312, CMN313, CMN316 or ENT311
BCI301 Work Integrated Learning Placement	• Session 8, Semester 1, Semester 2	12	Pre: Course Coordinator Consent Required and Successful completion of 192 units Anti: BUS331, CMN312, CMN313, CMN316

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BCI302 Work Integrated Learning Project	• Semester 1, Semester 2	12	Pre: Completion of 192 units Anti: CMN311, CMN312, CMN313, CMN316 or ENT311
BCI303 Work Integrated Learning Placement	• Session 8, Semester 1, Semester 2	12	Pre: Course Coordinator Consent Required and successful completion of 192 units Anti: BUS331, CMN312, ENT311, CMN316 and CMN313

PLUS select 3 courses from your chosen Business major, Communication major OR the undergraduate elective course options.

Program requirements and notes

In order to graduate you must:

- Successfully complete 384 units as outlined in the Program Structure

Program notes

- Please note that not all study components and/or combinations of study components included in this program may be able to be completed in the minimum duration. Please contact the Program Coordinator if you require written confirmation prior to accepting a place in this program.
- Completing this program within the specified (full-time) duration is based on studying 48 unit points per semester (normally 4 courses) and following the recommended study sequence
- The unit value of all courses is 12 units unless otherwise specified
- It is each students responsibility to enrol correctly according to your course requisites, program rules and requirements and be aware of the academic calendar dates
- Courses within this program are assessed using a variety of assessment methods which may include essays, seminar presentations, reports, in-class tests and examinations
- As part of your UniSC program, you may apply to Study Overseas to undertake courses with an overseas higher education provider
- Only a full-time study option is available to international students on a Student Visa
- Refer to the Managing your progression page for help in understanding your program structure, reviewing your progress and planning remaining courses.

WIL notes

- Considering work integrated learning (WIL) in your final year of study? Refer to School of Business and Creative Industries Work Integrated Learning (WIL) Program

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