

Bachelor of / Bachelor of Business / Creative Industries



| LOCATION | ENTRY THRESHOLD | QTAC CODE | START |
|----------------|-----------------|-----------|------------------------|
| Sunshine Coast | 52.00 | 017111 | Semester 1, Semester 2 |
| Moreton Bay | 52.00 | 014111 | Semester 1, Semester 2 |
| Online | 52.00 | 015043 | 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

Duration

4 years

Full-time or equivalent part-time

Indicative 2022 fees

A\$12,468 (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

32

Total units

384

USC 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

usc.edu.au/ab307

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 19 May 2022

Study options and teaching period of offer can vary depending on the study location. For full details, visit usc.edu.au.

CMN105 Creative Production
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 USC courses are available on every USC campus.