

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

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
- CMN116** Playing with Words: an Introduction to Creative Writing Craft

usc.edu.au/ab307

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 25 May 2022

If you were issued a USC 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.

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 2022 fees

A\$24,400

Annual fee

A\$97,600

Estimated total 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 USC 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

USC program code

AB307

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.