

# Bachelor of / Bachelor of Business / Design



LOCATION	START
Sunshine Coast	Semester 1, Semester 2
Moreton Bay	Semester 1, Semester 2

Looking for a creative business career that helps you shape the future? In this double degree, you'll develop creative and technical skills needed to work as a graphic, visual communication or web designer, and forge strong foundations in the critical aspects of changing business landscapes. Build design expertise in your choice of major, including Digital Culture, Interactive Media, Game Design or Visual Communication.

In this program you will:

- Study principles of good design, and learn to use design to help people communicate, interact and learn
- Understand the fundamentals of modern business, including management, marketing, and corporate social responsibility
- Practise thinking creatively and analytically to solve complex challenges

Career opportunities

- Animation and visualisation designer
- UX designer
- Game programmer/designer
- Concept artist
- Photographer
- Fashion designer
- Entrepreneur
- Marketing coordinator
- Creative director
- Advertising executive, Business manager
- International business

## 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  
DES101 Elements of Design  
DES103 Fundamentals of Photography  
DES104 Art, Design and Digital Culture  
DES105 Design Methods  
DES107 Drawing Practice  
SGD102 Introduction to Games Programming

CRICOS Code  
0101883

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 2025 fees  
A\$26,750

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  
32

Total units  
384

UniSC program code  
AB308

[usc.edu.au/ab308](http://usc.edu.au/ab308)

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 7 February 2025

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](http://usc.edu.au).

Developing courses (1) 12 units

BUS203 Business Law

Graduate courses (3) 36 units

BCI304 Creative Engagement

BUS306 World of Work: Your Pathway to Employment

BUS320 Business, Governance and Society

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

Design Major courses (8) 96 units

- Digital Culture
- Game Design
- Interactive Media
- Visual Communication

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 Design 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.

[usc.edu.au/ab308](https://usc.edu.au/ab308)

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 7 February 2025

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