



Succeed

in business by
understanding
people

Bachelor of Business / Bachelor of Social Science (Psychology)

Understanding how people think is fundamental to success as a business leader. In this program, you'll learn about human behaviour and how it can be applied to business in areas such as sales and marketing, tourism events and leisure management, or entrepreneurship. You'll study practical business concepts including economics, management, international trade law, corporate governance and social responsibility. You'll also learn about cognitive, social, physiological and intercultural psychologies, giving you an excellent grounding to make an impact across the business sector.

In this degree you will:

- Learn to creatively problem solve with innovative ideas to improve business strategy and growth
- Gain practical experience through a 96-hour internship in the business sector
- Participate in paid research assistant work relating to psychology in your second or third year of study
- Develop specialist skills through your choice of discipline area, including economics, international business, human resource management and more

Majors

Sunshine Coast: Economics and Finance; Entrepreneurship; Human Resource Management; Information Systems; International Business; Management; Marketing; Tourism, Leisure and Event Management.

Moreton Bay: Entrepreneurship; Information Systems; Management; Marketing.

Online: Economics and Finance; Entrepreneurship; Human Resource Management; International Business; Management; Marketing; Tourism, Leisure & Event Management

Career opportunities

- Business management
- Marketing management
- Market research
- International business
- Digital marketing
- Health and education services
- Disability services
- Entrepreneurship
- Economics

Accreditation

This program is pending accreditation with the Australian Psychology Accreditation Council (APAC). Following successful completion of an accredited honours year – plus further accredited postgraduate study following the guidelines of the Psychologists Registration Board in their state or territory – graduates may be eligible for registration as a psychologist in that state or territory. Upon graduating, you may also be eligible to join the Australian Human Resources Institute.

MORE INFORMATION

Contact USC International
study@usc.edu.au
+61 7 5430 2843

usc.edu.au/ab314 | CRICOS code: 0101333

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 18 May 2021
Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.



Rise, and shine.

PROGRAM STRUCTURE

Business courses

Introductory courses (5) 60 units

BUS102 Economics for Business

BUS104 Discovering Management

BUS105 Marketing Essentials

BUS106 Accounting for Business

BUS108 Information Systems in Organisations

Developing and Graduate courses (3) 36 units

BUS203 Business Law

BUS306 World of Work: Your Pathway to Employment

BUS320 Business, Governance and Society

Major (7) 84 units

1 Major (84 units) selected from the USC Business School:

- Economics and Finance[^]
- Entrepreneurship
- Human Resource Management
- Information Systems
- International Business
- Management
- Marketing
- Tourism, Leisure and Event Management

Psychology courses

Introductory courses (3) 36 units

PSY100 Introduction to Psychology A

PSY101 Introduction to Psychology B

PSY102 Current Directions in Psychology

Developing and Graduate courses (14) 168 units

PSY200 Research Methods in Psychology A

PSY201 Research Methods in Psychology B

PSY202 Physiological Psychology

PSY203 Introduction to Human Development

PSY204 Social Psychology

PSY205 Motivation and Emotion

PSY300 Advanced Methods in Psychology

PSY301 Cognitive and Perceptual Psychology

PSY302 Intercultural and Indigenous Psychologies

PSY303 Personality and Assessment

PSY304 Human Associative Learning

PSY305 Abnormal Psychology

PSY306 Psychology of Health and Wellbeing

PSY307 Adult Development and Ageing

[^]Not currently available at Moreton Bay campus.

Elective courses

Select elective courses from the undergraduate elective course options.

The number of electives is dependent on the Business major chosen and the number of required courses included in that major or minor.

Note that the total number of courses required to complete the program is 32 courses.

Note: Program structures are subject to change. Not all USC courses are available on every USC campus.

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