Bachelor of Business

Whether you want to work in economics, international business, digital marketing, social enterprise or as an entrepreneur, this program gives you the skills and knowledge you need to make an impact across a changing economy.

In this degree you will:

- Study the fundamentals of modern business, including economics, management, marketing, international trade business law, corporate governance and social responsibility.
- Learn to apply innovative problem-solving techniques to business concepts, products and services.
- Develop specialist skills through your choice of major, including economics, international business, human resource management and more.
- Get practical experience and apply what you’ve learned to real business problems through an optional 96-hour internship in the business sector.

Entrepreneurship (from 2021); Information Systems; Management; Marketing.

Career opportunities

Depending on the major chosen: business management, business administration, economist, entrepreneur, human resource management, innovation manager, marketing management, market research, information systems, international business, importing / exporting, industrial relations, tourism and hospitality management, retail / sales, computing, systems analysis.

Please note:

In 2021, all first-year courses in this degree will be available online. Second-year courses will be offered online from 2022, and third-year courses from 2023. If you wish to study online and are intending to apply for credit for previous studies, please contact Student Central to discuss your options.

Scholarships

Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.

Majors

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

Moreton Bay: Accounting; Business Administration; Digital Futures;

LOCATIONS

Sunshine Coast 012001
Moreton Bay 014601
Online 015019

MINIMUM SELECTION THRESHOLD

ATAR - 54.55 / OP - 18 / Rank - 64

DURATION

3 years full time or equivalent part time

COMMENCE

Semester 1 or Semester 2

RECOMMENDED PRIOR STUDY

English; General Maths, Maths Methods or Specialist Maths

MORE INFORMATION

Contact Student Central
information@usc.edu.au
+61 7 5430 2890

usc.edu.au/bu301

University of the Sunshine Coast | CRICOS Provider Number: 01099D | Correct as at 8 October 2020

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