



Your opportunities  
are endless with  
a career in

# business

## 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

### 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; Information Systems; Management; Marketing.

SouthBank: Accounting; Business Administration; Human Resource Management; International Business; Management; Marketing; Tourism, Leisure and Event Management.

Fraser Coast: Accounting; Management; Tourism, Leisure and Event Management.

Caboolture: Accounting; 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.

### About USC

USC is located on the Sunshine Coast, 90km north of Brisbane, Queensland. It's one of Australia's premier destinations with beautiful beaches, subtropical hinterland and warm weather all year round.

USC is a relaxed campus with modern facilities, green spaces and lots of kangaroos.

### LOCATIONS

Sippy Downs  
South Bank  
Caboolture

### CRICOS CODE

022807A

### PROGRAM LENGTH

3 years

### COMMENCE

Semester 1 or Semester 2<sup>^</sup>

### ANNUAL TUITION FEE

A\$23,200

### ESTIMATED TOTAL TUITION FEE

A\$69,600

### MORE INFORMATION

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

[usc.edu.au/bu301](http://usc.edu.au/bu301)

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 22 September 2019  
Note: Study options and semester of offer can vary depending on the study location. For full details, visit [usc.edu.au](http://usc.edu.au).



Rise, and shine.

## PROGRAM STRUCTURE

### Introductory courses (7) 84 units

**BUS101** Exploring Business Research  
**BUS102** Introduction to Economics  
**BUS104** Discovering Management  
**BUS105** Marketing Essentials  
**BUS106** Accounting for Business  
**BUS108** Introduction to Informatics  
**COR109** Communication and Thought

### Developing and Graduate courses (3) 36 units

**BUS203** Business Law and Ethics  
**BUS306** World of Work: Your Pathway to Employment  
**BUS320** Business, Governance and Society

### Major courses (8) 96 units

Select one major from these USC Business School study areas:

- Accounting
- Business Administration
- Economics and Finance
- Entrepreneurship
- Human Resource Management
- Information Systems
- International Business
- Management
- Marketing
- Tourism, Leisure and Event Management

### Elective courses (6) 72 units

The number of elective courses required to meet the total program unit value will vary depending on the major selected.

Electives can be chosen from the USC Business School or any other School within the University.

# For students enrolled in the Bachelor of Business / Bachelor of Commerce (Accounting) **ACC106** Accounting Principles is completed in lieu of **BUS106** Accounting for Business .

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