



Prepare for a
creative
business career

Bachelor of Business / Bachelor of Creative Industries

Combine your creative passion with industry-relevant business skills through a flexible double degree that opens a world of opportunities. You'll develop broad skills in key areas like management, marketing, communication and entrepreneurship, and can choose to pursue your creative interests by specialising in music, social media, creative writing, fashion studies and more. When you graduate, you'll be ready to take advantage of the diverse opportunities on offer in a range of dynamic and growing creative and digital industries, as well as traditional industries.

In this degree you will:

- Study the fundamentals of contemporary business, and develop the skills and mindset you need to succeed as an entrepreneur
- 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
- Equip yourself with the core skills sought by employers and clients, including critical thinking, problem solving, teamwork and communication.

Majors

Sunshine Coast

Business majors: Business Administration; Digital Futures; Economics and Finance; Human Resource Management; Marketing; Small Business Management; Tourism, Leisure and Event Management;

Creative Industries majors: Creative Writing and Publishing; Music; Screen Media; Theatre and Performance;

Moreton Bay

Business majors: Business Administration; Digital Futures; Human Resource Management; Marketing; Tourism, Leisure and Event Management

Creative Industries majors: Creative Writing and Publishing; Screen Media;

Online

Business majors: Business Administration; Digital Futures; Economics and Finance; Human Resource Management; Marketing; Tourism, Leisure and Event Management

Creative Industries majors: Creative Writing and Publishing; Screen Media;

Career opportunities

Depending on the major chosen:

- 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

LOCATIONS

Sunshine Coast	01711
Moreton Bay	01411
Online	015043

QTAC CODE

DURATION

4 years full time or equivalent part time

COMMENCE

Semester 1 or Semester 2

RECOMMENDED PRIOR STUDY

English; General Maths, Maths Methods or Specialist Maths

SCHOLARSHIPS

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

MORE INFORMATION

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

usc.edu.au/ab307

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



Rise, and shine.

Please note that not all study components and/or combinations of study components included in this program may be able to be completed in the minimum duration. Please contact the Program Coordinator if you require written confirmation prior to accepting a place in this program.

Please note:

All required courses are available online. (Note: some majors/minors may not be available online.) If you wish to study online and are intending to apply for credit for previous studies, please contact Student Central to discuss your options. Please note that some online courses may require some attendance at a USC campus to support your learning.