



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

### MORE INFORMATION

Contact the International Office  
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[usc.edu.au/ab307](http://usc.edu.au/ab307) | CRICOS code: 0101332

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 29 October 2021  
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.

*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.*

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## 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  
**CMN103** Introduction to the Creative Industries  
**CMN104** Introduction to Screen and Media Industries  
**CMN105** Creative Production  
**CMN116** Playing with Words: an Introduction to Creative Writing Craft  
**DRA102** Exploring Twentieth Century Theatre  
**MUS102** Performance 1

### Developing courses (1) 12 units

**BUS203** Business Law

### Graduate courses (3) 36 units

**BUS306** World of Work: Your Pathway to Employment  
**BUS320** Business, Governance and Society  
**TSM315** Running Meetings, Incentives, Conventions and Exhibitions (M.I.C.E) industry events

### 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<sup>^</sup>
- Human Resource Management
- Marketing
- Small Business Management
- Tourism, Leisure and Event Management

### Creative Industries Major courses (8) 96 units

- Creative Writing and Publishing
- Music<sup>^</sup>
- Screen Media
- Theatre and Performance<sup>^</sup>

<sup>^</sup>Not currently available at Moreton Bay campus.

### 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 Creative Industries major chosen. The total number of units required to complete the program is 384 units.

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

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