

# Bachelor of / Bachelor of Business / Design



LOCATION	ENTRY THRESHOLD	QTAC CODE	START
Sunshine Coast	52.00	017211	Semester 1, Semester 2
Moreton Bay	52.00	014241	Semester 1, Semester 2
Online	52.00	015044	Semester 1, Semester 2

Looking for a creative business career that helps you shape the future? In this double degree, you'll develop creative and technical skills needed to work as a graphic, visual communication or web designer, and forge strong foundations in the critical aspects of changing business landscapes. Build design expertise in your choice of major, including Digital Culture, Interactive Media, Game Design or Visual Communication.

In this program you will:

- Study principles of good design, and learn to use design to help people communicate, interact and learn
- Understand the fundamentals of modern business, including management, marketing, and corporate social responsibility
- Practise thinking creatively and analytically to solve complex challenges

Career opportunities

- Animation and visualisation designer
- UX designer
- Game programmer/designer
- Concept artist
- Photographer
- Fashion designer
- Entrepreneur
- Marketing coordinator
- Creative director
- Advertising executive, Business manager
- International business

Duration

4 years

Full-time or equivalent part-time

Indicative 2022 fees

A\$11,642 (CSP)

Fees are indicative only and will change based on courses selected and are subject to yearly increases

Recommended prior study

English; General Maths, Maths Methods or Specialist Maths

Delivery mode

Blended Learning

Total courses

32

Total units

384

UniSC program code

AB308

## 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

DES101 Elements of Design

DES103 Fundamentals of Photography

DES104 Art, Design and Digital Culture

DES105 Design Methods

DES107 Drawing Practice

SGD102 Introduction to Games Programming

[usc.edu.au/ab308](http://usc.edu.au/ab308)

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Study options and teaching period of offer can vary depending on the study location. For full details, visit [usc.edu.au](http://usc.edu.au).

Developing courses (1) 12 units

BUS203 Business Law

Graduate courses (3) 36 units

BCI304 Creative Engagement

BUS306 World of Work: Your Pathway to Employment

BUS320 Business, Governance and Society

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
- Human Resource Management
- Marketing
- Small Business Management
- Tourism, Leisure and Event Management

Design Major courses (8) 96 units

- Digital Culture
- Game Design
- Interactive Media
- Visual Communication

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 Design 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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