Bachelor of / Bachelor of
Business / Design

UniSC

LOCATION	ENTRY THRESHOLD	QTAC CODE	START
Sunshine Coast	50.00	017211	Semester 1, Semester 2
Moreton Bay	50.00	014241	Semester 1, Semester 2
Online	50.00	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 2024 fees
A$11,606 - 2025 Fees (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

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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 UniSC courses are available on every UniSC campus.