

Bachelor of / Bachelor of Business / Design



LOCATION

START

Sunshine Coast

Semester 1, Semester 2

Moreton Bay

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

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

CRICOS Code
010883

Duration
4 years

Only a full-time option is available to international students on a Student visa. Online programs are not available to Student visa holders.

Indicative 2022 fees
A\$24,400
Annual fee
A\$97,600
Estimated total fee

Tuition fees are reviewed each calendar year. The fee you must pay for a given teaching period is that which has been approved by UniSC for the calendar year in which the teaching period commences

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

usc.edu.au/ab308

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 3 July 2022

If you were issued a USC Letter of Offer, it will specify your study location and teaching period of offer. Study options and teaching period of offer can vary depending on the study location. For full details, visit 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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