

Succeed

in business by
understanding
people

Bachelor of Business / Bachelor of Social Science (Psychology)

Understanding how people think is fundamental to success as a business leader. In this program, you'll learn about human behaviour and how it can be applied to business in areas such as sales and marketing, tourism events and leisure management, or entrepreneurship. You'll study practical business concepts including economics, management, international trade law, corporate governance and social responsibility. You'll also learn about cognitive, social, physiological and intercultural psychologies, giving you an excellent grounding to make an impact across the business sector.

In this degree you will:

- Learn to creatively problem solve with innovative ideas to improve business strategy and growth
- Gain practical experience through a 96-hour internship in the business sector
- Participate in paid research assistant work relating to psychology in your second or third year of study
- Develop specialist skills through your choice of discipline area, including economics, international business, human resource management and more

Majors

Sunshine Coast: Economics and Finance; Human Resource Management; Marketing; Small Business Management; Tourism, Leisure & Event Management.

Moreton Bay: Digital Futures; Human Resource Management; Marketing; Small Business Management; Tourism, Leisure & Event Management.

Career opportunities

- Business management
- Marketing management
- Market research
- International business
- Digital marketing
- Health and education services
- Disability services
- Entrepreneurship
- Economics

Accreditation

This program is pending accreditation with the Australian Psychology Accreditation Council (APAC). Following successful completion of an accredited honours year – plus further accredited postgraduate study following the guidelines of the Psychologists Registration Board in their state or territory – graduates may be eligible for registration as a psychologist in that state or territory. Upon graduating, you may also be eligible to join the Australian Human Resources Institute.

LOCATIONS

Sunshine Coast
Moreton Bay

QTAC CODE

017411
014621^^

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/ab314

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.



Rise, and shine.