

# 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.

### MORE INFORMATION

Contact the International Office  
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+61 7 5430 2843

[usc.edu.au/ab314](http://usc.edu.au/ab314) | CRICOS code: 0101333

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.

## PROGRAM STRUCTURE

### Introductory courses (7) 84 units

**ACC106** Accounting Principles  
**BUS102** Economics for Business  
**BUS104** Discovering Management  
**BUS105** Marketing Essentials  
**BUS108** Information Systems in Organisations  
**PSY100** Introduction to Psychology A  
**PSY101** Introduction to Psychology B  
**PSY102** Current Directions in Psychology

### Developing courses (7) 84 units

**BUS203** Business Law  
**PSY200** Research Methods in Psychology A  
**PSY201** Research Methods in Psychology B  
**PSY202** Physiological Psychology  
**PSY203** Introduction to Human Development  
**PSY204** Social Psychology  
**PSY205** Motivation and Emotion

### Graduate courses (10) 120 units

**BUS306** World of Work: Your Pathway to Employment  
**BUS320** Business, Governance and Society  
**PSY300** Advanced Methods in Psychology  
**PSY301** Cognitive and Perceptual Psychology  
**PSY302** Intercultural and Indigenous Psychologies  
**PSY303** Personality and Assessment  
**PSY304** Human Associative Learning  
**PSY305** Abnormal Psychology  
**PSY306** Psychology of Health and Wellbeing  
**PSY307** Adult Development and Ageing

### PLUS select (1) course 12 units from:

**BCI300** Work Integrated Learning Project  
**BCI301** Work Integrated Learning Placement

### Major (7) 84 units

#### 1 Major (84 units) selected from the USC Business School:

- Digital Futures
- Economics and Finance<sup>^</sup>
- Human Resource Management
- Marketing
- Small Business Management
- Tourism, Leisure and Event Management

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

### Elective courses

Select elective courses from the undergraduate elective course options. The number of electives is dependent on the Business major chosen and the number of required courses included in that major or minor. Note that the total number of courses required to complete the program is 32 courses.

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

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