

Discover

opportunity in a digital age



Bachelor of Business (Digital Futures)

New and emerging technologies are revolutionising the way we do business. In an increasingly digital global marketplace, this cutting-edge degree equips you to generate new business ideas, harness opportunities and drive innovation and growth. Focusing on small to medium businesses, you'll gain a strong understanding of how digital change is impacting organisations, and develop the creative and strategic skills you need to respond to emerging challenges in an agile environment.

In this degree you will:

- Gain the knowledge, techniques and skills you need to understand and implement future digital content, tools and business models
- Learn to create and leverage digital products and data
- Explore emerging business trends like strategic social media, new financing models, and the implications of artificial intelligence
- Get hands-on experience by using the lean startup framework to develop and launch your own venture idea, with guidance from experienced entrepreneurs and mentors

Career opportunities

- Entrepreneur
- Small business owner/operator
- Innovation manager
- Digital strategist
- Business analyst

LOCATION

Moreton Bay

QTAC CODE

014651A

MINIMUM SELECTION THRESHOLD

ATAR - 54.55 / OP - 18 / Rank - 64

DURATION

3 years full time or equivalent part time

COMMENCE

Semester 1

RECOMMENDED PRIOR STUDY

English, Maths A, B or C

MORE INFORMATION

Contact Student Central
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usc.edu.au/bu302

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Note: Study options and semester of offer can vary depending on the study location. For full details, visit usc.edu.au.



Rise, and shine.