Whether you want to work in economics, international business, digital marketing, social enterprise or as an entrepreneur, this program gives you the skills and knowledge you need to make an impact across a changing economy.

In this degree you will:

- Study the fundamentals of modern business, including economics, management, marketing, international trade business law, corporate governance and social responsibility.
- Learn to apply innovative problem-solving techniques to business concepts, products and services.
- Develop specialist skills through your choice of majors, including economics, international business, human resource management and more.
- Get practical experience and apply what you’ve learned to real business problems through an optional 96-hour internship in the business sector.

Majors

Sunshine Coast: Accounting; Business Administration; Economics and Finance; Entrepreneurship; Human Resource Management; Information Systems; International Business; Management; Marketing; Tourism, Leisure and Event Management.

Moreton Bay: Accounting; Business Administration; Digital Futures;

Entrepreneurship (from 2022); Information Systems; Management; Marketing.

Career opportunities

Depending on the major chosen: business management, business administration, economist, entrepreneur, human resource management, innovation manager, marketing management, market research, information systems, international business, importing / exporting, industrial relations, tourism and hospitality management, retail / sales, computing, systems analysis.

Please note:

In 2021, all first-year courses in this degree will be available online. (Note: some majors/minors may not be available online.) Second- and third-year courses will be offered online progressively from 2022 onwards. If you wish to study online and are intending to apply for credit for previous studies, please contact Student Central to discuss your options. Please note that some online courses may require some attendance at a USC campus to support your learning.

Scholarships

Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.