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 major, 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 2021); 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. Second-year courses will be offered online from 2022, and third-year courses from 2023. If you wish to study online and are intending to apply for credit for previous studies, please contact Student Central to discuss your options.

About USC
USC is located on the Sunshine Coast, 90km north of Brisbane, Queensland. It’s one of Australia’s premier destinations with beautiful beaches, subtropical hinterland and warm weather all year round.

USC is a relaxed campus with modern facilities, green spaces and lots of kangaroos.
PROGRAM STRUCTURE

Introductory courses (6) 72 units

BUS101 Exploring Business Research
BUS102 Economics for Business
BUS104 Discovering Management
BUS105 Marketing Essentials
BUS106 Accounting for Business
BUS108 Information Systems in Organisations

Developing and Graduate courses (3) 36 units

BUS203 Business Law
BUS306 World of Work: Your Pathway to Employment
BUS320 Business, Governance and Society

Major courses (8) 96 units

Select one major from these USC Business School study areas:

- Accounting
- Business Administration
- Digital Futures (Moreton Bay)
- Economics and Finance
- Entrepreneurship
- Human Resource Management
- Information Systems
- International Business
- Management
- Marketing
- Tourism, Leisure and Event Management

Elective courses (6 or 7) 72 or 84 units

The number of elective courses required to meet the total program unit value will vary depending on the major selected.

Electives can be chosen from the USC Business School or any other School within the University.

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