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.

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. (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.

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;

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 (7) 84 units
- BUS101 Exploring Business Research
- BUS102 Introduction to Economics
- BUS104 Discovering Management
- BUS105 Marketing Essentials
- BUS106 Accounting for Business
- BUS108 Introduction to Informatics
- COR109 Communication and Thought

Developing and Graduate courses (3) 36 units
- BUS203 Business Law and Ethics
- 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) 72 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.

usc.edu.au/bu301