



Bachelor of Arts/Bachelor of Business (Domestic students)

Program code

1230

Commencing in

For Continuing Students Only

Available at

Gold Coast Campus

Duration

4 years full-time

8 years part-time

Credit points

320

Important Notes

From 2021, commencing students are referred to the **Bachelor of Arts/Bachelor of Business (1293)**.

About this program

With Griffith University's Bachelor of Arts/Bachelor of Business you can multiply your career options. In as little as four years, you can graduate with two degrees and a unique skill set that will give you an edge in the employment market.

In the Arts component, you will gain the understanding, insight and skills to find and communicate creative solutions to contemporary challenges. You will develop advanced writing and presentation skills, as well as research and project management skills. Plus you will be equipped with in-depth knowledge about states, societies and cultures, past and present.

Through the Bachelor of Business you will gain a solid foundation in all aspects of business and develop an understanding of the social, cultural and political dimensions of business. You will enhance this knowledge with further expertise and experience in your areas of interests.

Arts majors and minors

- Art History and Theory
- Australian Studies
- Chinese Language
- Communication and Journalism
- Creative Writing
- Criminal Justice
- Digital Media Studies (minor only)
- Drama
- Environmental Humanities (minor only)
- French Language
- Gender Studies
- German Language^
- History
- Indigenous Studies
- Indonesian Language^
- Islam-West Relations
- Italian Language
- Japanese Language
- Journalism
- Korean Language^
- Language in Society (offered Nathan only)
- Literary Studies
- Medical Humanities (minor only)
- Modern Greek Language*
- Popular Culture
- Psychology
- Screen Studies

- Security Studies
- Social Justice
- Sociology
- Spanish Language
- Strategic Communication and Public Relations

* Offered online via cross-institutional study with Flinders University, South Australia.

^ Offered via cross-institutional study with University of Queensland, St Lucia

Business majors

- Asian Business (Gold Coast, Nathan, Online)
- Behavioural Science (Gold Coast, Nathan, Online)
- Employment Relations (Nathan, Online)
- Event Management (Gold Coast, Nathan, Online)
- Human Resource Management (Gold Coast, Nathan, Online)
- Innovation and Entrepreneurship (Gold Coast, Nathan, Online)
- International Business (Gold Coast, Nathan, Online)
- Logistics and Supply Chain Management (Gold Coast, Nathan, Online)
- Management (Gold Coast, Nathan, Online)
- Marketing (Gold Coast, Nathan, Online)
- Real Estate and Property Development (Gold Coast, Nathan, Online)
- Sport Management (Gold Coast, Nathan, Online)
- Sustainable Business (Nathan, Online)
- Tourism Management (Gold Coast, Nathan, Online)

You can also choose not to complete a major, selecting from a range of courses that provide broad knowledge for a career in business management.

My attendance during the program

Attendance information

The Bachelor of Arts/Bachelor of Business is offered full-time on-campus at the Gold Coast campus. You may choose to study courses at other campuses if or where the program structure allows.

As a full-time student, you will generally attend 10-15 hours of scheduled classes per week throughout the trimester. Classes may be scheduled during the day and evening throughout the week.

Student Income Support

To be classed as a full-time student, you are required to enrol in a minimum number of credit points each standard study period. The minimum credit points for full-time enrolment in this program is 30 credit points.

Trimester 1 and Trimester 2 are deemed standard study periods. As Trimester 3 is a non-standard study period, continuing students moving from one year to the next will not be required to study during this trimester to be eligible for student income support.

Domestic students who commence in Trimester 3 may be eligible for student income support from the onset of study provided they are enrolled full-time in this study period.

Please refer to the [Australian Government website](#) for more details.

My career opportunities

My career opportunities

You will find employment in areas such as advertising, education, government, journalism, management, media, and research.

Creative Writing

After working with award-winning writers and honing your craft in many genres of fiction, non-fiction and poetry, you will be inspired to write and will be equipped for an exciting career in advertising, communications, marketing, editing or publishing.

Drama

You will be equipped for a career in performing arts, theatre, community arts and cultural development, applied theatre, arts and health sector, and drama education as well as offering transferable skills in relation to your other major study.

History

After investigating some of today's biggest issues from a historical perspective and learning to think, speak and write about the past in ways that can influence the future, you will be equipped for a career as a curator, project manager, or researcher.

Indigenous Studies

Having explored the historical, cultural and political relationship between Indigenous Australians and non-Indigenous Australians and attaining the cross-cultural awareness, critical thinking and communication skills to lead positive change, you will be equipped for work in advocacy, advising, community liaison, policymaking, or research.

Islam-West Relations

With your global awareness and understanding of the religion that influences one quarter of the world's population, you will be equipped for work as an adviser or analyst, or for a role in community liaison, consultancy, policymaking, or research. You will have the knowledge and skills needed to respond to the challenges of international peace and security, migration and integration, identity and coexistence.

Journalism

You will be equipped for an exciting career as a journalist, communications manager, reporter or as a media liaison. During your degree you will learn specialised techniques in our state-of-the-art facilities and have the opportunity to hone your skills with an industry internship.

Language in Society

You will be prepared for a career in English/ESL teaching, publishing, journalism, sales and marketing, media, advertising and public relations, and organisational communication.

Languages

You will be prepared for a career in education and teaching, translation and interpreting, tourism and hospitality, publishing and journalism, sales and marketing, advertising and public relations, international business, law, commerce, and the arts.

Literary Studies

You will be prepared for a career in communications, marketing, editing or publishing. During this course, you will explore some of the most exciting contemporary literature in drama, poetry and fiction, plus learn the art of storytelling.

Public Relations

You will be prepared for a career in communications, media liaison or public relations. With roles as varied as working with celebrities to helping the world's poorest people, you will be equipped with the practical skills, knowledge and industry contacts to succeed in this exciting field.

Security Studies

With an understanding of the key challenges of our time - terrorism, energy and environmental security, human rights, political violence, migration and globalisation - you will develop the skills to be part of the solution to some of the world's biggest issues and will be prepared to work as an analyst, or in consultancy, law enforcement, policy making or research.

Screen Studies

You will be equipped to work in screen media production and distribution, advertising, communications, and marketing.

Sociology

You will be prepared to work in advocacy, community liaison, social work, policy making, or as an analyst or researcher after developing the skills to help you foresee solutions to contemporary social problems after analysing our society and the wider global community and exploring the latest social issues.

As a **Business graduate**, you will be qualified for a career in business, industry and government in areas including administration, management, planning and policy support or resource administration. You will gain critical business skills and knowledge with an international perspective.

The Bachelor of Business will prepare you for career opportunities in the following fields:

No major option

A business degree gives you the foundation to take your career just about anywhere. You will be prepared to use your extensive business skills in a range of increasingly diverse settings including not-for-profit, government and corporate organisations.

Asian Business

You will find career opportunities in government, businesses with overseas profiles, international aid and other non-governmental organisations, news and media organisations, and the education industry in Asia.

Behavioural Science

You will find career opportunities in government, private enterprise and not-for-profit organisations across various disciplines including marketing and advertising, human services, healthcare, economics, policy development, research and evaluation of programs and services.

Employment Relations

You will be able to work as an employment relations manager or consultant, or in roles dealing with workplace planning and policy, managerial strategy, industrial advocacy, occupational health and safety, and workplace negotiation.

Event Management

You will be prepared for an exciting career working for event and conference organisers in the sport, tourism, marketing, media and cultural sectors as well as coordinating and managing government event portfolios.

Human Resource Management

You will be prepared for a career as a human resource manager or consultant. Human resource professionals work in many sectors including business management, counselling, workforce planning and policy, and recruiting and training staff for the public and private sectors and non-government organisations.

Innovation and Entrepreneurship

As a graduate of the Innovation and Entrepreneurship major, our courses highlight the ways you can create and develop innovative ideas that enable scale and societal impact. You will have an understanding of the entrepreneurial mindset, ways to identify or create opportunities and the strategic and operational issues in firm creation. Create your own career by starting your own lifestyle or high-potential startup, be entrepreneurial while working in a family business or being an intrapreneur within someone's business.

International Business

You will be prepared to work with international trade and investment organisations or in the public and private sectors in management, strategic planning, research, corporate government relations, global operations and public relations.

Logistics and Supply Chain Management

You will be able to work as a logistics and supply chain manager, purchasing manager, business or strategy manager, or export and import operations manager. Career opportunities exist in the public, private and not-for-profit sectors.

Management

Good managers are needed across all sectors and in businesses of all sizes. With this qualification, you can apply your business management knowledge to an area of personal interest and find work in roles as a business manager in human resources, strategy, planning and policy, and training and development.

Marketing

You will be able to work in any industry or organisation that needs to promote its products or services, including entertainment and fashion, tourism, advertising, public relations, and business consulting. You might work as a brand manager, marketing manager, advertising account manager, market research analyst, public relations manager, or sales manager.

Real Estate and Property Development

The property sector is expanding in Australia and around the world, creating a wide range of employment opportunities in the commercial, residential and tourism sectors of the real estate and property management industries. You will be prepared for a career in property finance, development and investment, real estate agency management, project management, and marketing and promoting real estate.

Sport Management

Sport is big business. You will find opportunities in government departments, local, national and international sporting clubs and event management organisations. There are also positions in sport tourism, marketing, media and athlete representation.

Sustainable Business

Increasingly, public and private sector organisations are hiring sustainability and corporate social responsibility specialists. The growing trend in consumers demanding sustainable, ethical products and services has seen businesses place sustainability and social benefits within their core values. These new business models means that leaders and managers need to know how the financial bottom line relates to other important elements of business; and how to transform traditional models to capitalise in the current environment. As this field continues to grow, you will find more and more career opportunities in a wide variety of organisations in the public and private sectors and with non-government organisations..

Tourism Management

With this qualification, you could travel the world. Tourism managers are employed by destination marketing organisations and all levels of government throughout Australia and internationally. You will be able to work on major tourism infrastructure and planning projects, shaping the visitor experience in tourism destinations.

Professional recognition

Professional recognition

Depending upon your choice of Business major, you may be eligible for admission to one or more of the following professional bodies:

- Australian Human Resources Institute (AHRI)
- Chartered Institute of Procurement and Supply (CIPS)
- Australian Marketing Institute (AMI)
- Australian Market and Social Research Society
- International Live Events Association
- Pacific Asia Travel Association
- Sports Management Association of Australia and New Zealand

What are the fees?

Commonwealth supported students

- The indicative fee represents the expected average fee for an annual full-time study load (80 credit points). This is based on average study patterns across courses and the Australian Government's broad discipline areas (student contribution bands). A student's actual annual fee may vary in accordance with his or her choice of majors and electives. The Australian Government sets student contribution amounts on an annual basis.
- [Find out more...](#)

Fee-paying undergraduate (domestic) students

These fees are only applicable to domestic students who are not Commonwealth supported including:

- Full-fee paying domestic students who commenced their program prior to 2009.
- International students who have been approved to pay domestic tuition fees after obtaining Australian or New Zealand citizenship or permanent residency or a permanent humanitarian visa and who have not obtained a Commonwealth supported place.

Tuition fees

- A fee-paying undergraduate student pays tuition fees.
- Students are liable for tuition fees for the courses they are enrolled in as at the census date.
- The tuition fee is charged according to the approved program fee for the trimester in which the student is enrolled.
- [Find out more...](#)

FEE-HELP

Eligible undergraduate fee-paying students may defer their tuition fees by taking out a FEE-HELP loan which is part of the Higher Education Loan Program (HELP). Payment of the loan is via the taxation system when income reaches a specified level.

- [Higher Education Loan Program \(HELP\)](#)

Further information

- [Calculating tuition fees](#)
- [Calculating your EFTSL](#)
- [Fees and Charges Procedure](#)
 - 3.2 - Fees for Undergraduate Students (Non-international)
 - [Fees and Charges Schedules](#)
- [Financial help and support](#)