



Bachelor of Business (Domestic students)

Program code

1288

Commencing in

For Continuing Students Only

Available at

Gold Coast Campus, Nathan Campus,

Online

Duration

3 years full-time

6 years part-time

Credit points

240

About this program

From 2021, commencing students are referred to the **Bachelor of Business (1632)**.

Griffith's Bachelor of Business lets you design your ideal career. You can choose a single major, which will give you specialist skills in one profession. Or you can choose a second business major or additional major to give you an even broader range of skills and knowledge when you graduate. 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.

If you are not sure which majors to choose just yet, that is okay. This degree has a foundation first year which lets you try a number of different courses before you choose the combination that's right for you. You can also switch between degrees that share the foundation year and the courses/subjects will transfer to the new degree with you.

A Griffith business degree will prepare you for a wide range of career opportunities - from running major events through to managing key aspects of complex organisations, such as employment relations, marketing campaigns, or logistics. It is an excellent degree for entrepreneurs, innovators as well as those wanting to prepare for a management role.

Flexible study option

At Griffith, you can build your business studies around the lifestyle that suits you. Choose to study part-time or full-time, on-campus or online and take advantage of our advanced online learning system providing you with the flexibility and support to study anytime, anywhere.

Fast-track option

You can fast-track your business degree and be ready for the job market sooner. You can complete this degree in two years studying on a three-trimester per year basis (four courses/subjects per trimester). Business majors that are available in fast-track mode include Innovation and Entrepreneurship, Human Resource Management, Management and Marketing.

Online option

This degree can be completed online. Not all majors are available if you wish to study wholly on line. Please refer to the list below to identify which majors are available online.

Business majors

You can select a **Business major (as your primary major)** from the following list:

- 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 undertake **two Business majors** or a **second major** can be undertaken from the Bachelor of Commerce or Bachelor of Government and International Relations.

Second majors include:

- Accounting (Gold Coast, Nathan, Online)
- Economics (Gold Coast, Nathan, Online)
- Finance (Gold Coast, Nathan, Online)
- Financial Planning (Gold Coast, Nathan, Online)
- Politics and Public Policy (Gold Coast, Nathan)

Students can elect to not complete a major and these students will undertake the 'no major' option.

Honours is available for this degree through an additional year of study.

My attendance during the program

Attendance information

This program is offered full-time and part-time at the Nathan and Gold Coast campuses and online. You may choose to study courses on-campus, online or a combination of modes to suit your requirements. You may also choose to study courses at other campuses if or where the program structure allows.

Online students will be able to access course materials, participate in learning activities, lodge assessment items and access support services via *Learning@Griffith*. There is no requirement for on-campus attendance and access to a reliable computer with an internet connection is essential.

As a full-time student, you will generally attend 12-15 hours of scheduled classes per week throughout the trimester. As a part-time student, you will generally attend 6-8 hours of scheduled classes per week.

Classes may be scheduled during the day and evening throughout the week.

Studying amid COVID-19

The University's Mandatory COVID-19 Vaccination or Testing policy is under review and consultation and will be suspended from 14/4/2022, for four weeks. Please visit [Studying amid COVID-19](#) for more information.

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.

Work-integrated learning

Work-integrated Learning experiences are provided through a number of special purpose internship courses as well as through guest lectures, field trips, case study analysis, problem-solving of industry scenarios and policy analysis and development.

To gain hands-on experience in international markets students can take an internship with an international company or government agency, conduct market research in a target export or investment country, join a multinational company offshore on an internship, or prepare an export marketing plan for a product or service, or a development plan for a new product.

My career opportunities

My career opportunities

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 could 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 could 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 may find opportunities 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 well 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 graduate with a degree recognised by the Australian Human Resources Institute and be equipped 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, you'll be able to 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 may find opportunities to work as a logistics and supply chain manager, purchasing manager, business or strategy manager, or export and import operations manager. These 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 opportunities in roles such 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 could find opportunities in government departments, local, national and international sporting clubs and event management organisations. You may also find opportunities 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 prepared for work related to major tourism

infrastructure and planning projects, shaping the visitor experience in tourism destinations.

Program accreditation

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Program accreditation will vary depending upon your choice of major:

- The **Human Resource Management major** is accredited by the **Australian HR Institute (AHRI)**.

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**
- **Pacific Asia Travel Association**
- **Sports Management Association of Australia and New Zealand**

What are the fees?

Commonwealth supported students

- The fee is indicative of an annual full-time load (80 credit points) in a program categorized to one of 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**
- **Fees and Charges Policy:**
 - **Schedule E - Fees for Undergraduate Students (Non-international)**
- **Financial help and support**