



Bachelor of Business (Domestic students)

Program code

1383

Available at

Online

Duration

3 years full-time

6 years part-time

Credit points

240

Indicative fee

[Find out more](#)

Admission requirements

Any 2 OUA undergraduate subjects with 4.0 GPA

[\(more\)](#)

Commencing in

OUA - Sessions 1, 2 and 3

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Degree requirements: Students who started OUA - Session 2 - 2024

To be eligible for the award of *Bachelor of Business (BBus)*, an OUA student must acquire 24 subjects as prescribed below:

- complete 7 core subjects and
- complete 17 subjects comprising:
 - Students who elect to **undertake a major** will complete:
 - one 6 subject Business major and 11 elective subjects.
 - OR**
 - two 6 subject Business majors and 5 elective subjects.
- complete no more than 10 subjects at Year 1 level.
- complete at least 6 subjects at Year 3 level.

Note: In accordance with the University's *Credit and Recognition of Prior Learning Policy* and notwithstanding the amount of credit which may be given towards the Bachelor of Business, a student undertaking this program is required to complete a minimum of 8 subjects of Year 2 and Year 3 Level. Griffith subjects which are part of the Bachelor of Business degree requirements and which have not been credited towards another award.

This degree may be awarded **with Distinction** where a student achieves a minimum program GPA of 6.5 with no failed courses. The words "This award was achieved with Distinction" will be recorded on the testamur.

Australian Qualifications Framework (AQF) Level and Type

The **Australian Qualifications Framework (AQF)** is the national policy for regulated qualifications in Australian education and training. This qualification is accredited as an AQF Level 7 - Bachelor Degree.

Program learning outcomes

Program learning outcomes

Program Learning Outcomes communicate to the community the value of the Griffith educational experience as benchmarked against national qualification standards.

Program Learning Outcomes for this award describe the knowledge, skills and the application of knowledge and skills you will acquire through studying the Griffith program of your choice.

Course list: Students starting OUA - Session 2 - 2024

Core units

Students must complete the following subjects:

OUA - Session	Course code	Requirement	Course title	CP
SESS 1,3	GBS104		The Purpose of Business	10
SESS 2,3	GBS105		Engaging Australia and the Asia-Pacific	10
SESS 2,3	GBS106		Why Money Matters	10
SESS 1,3	GBS107		The Future of Work	10
SESS 1,3	GBS108		Business Decision-Making	10
SESS 2,3	GBS109		Grand Challenges for Business	10
SESS 1,2	GBS313		Creating Better Business	10

Students must complete the following subjects:

OUA - Session	Course code	Requirement	Course title	CP
SESS 1,2,3			One 6-subject Business major	60
			AND	
SESS 1,2,3			Business electives	110
			OR	
SESS 1,2,3			Two 6-subject Business majors	120
			AND	
SESS 1,2,3			Business electives	50

Majors (6 available)

Human Resource Management

Students must complete the following six subjects:

OUA - Session	Course code	Requirement	Course title	CP
SESS 1,3	EHR202		Strategic Human Resource Management	10
SESS 1,2	EHR205		Organisational Behaviour	10
SESS 1	EHR309		Global Human Resource Management	10
SESS 1,2	EHR304		Managing Staffing and Performance	10
SESS 2	EHR302		Developing Talent	10
SESS 2,3	EHR301		Applied Human Resource Management and Change (capstone course)	10

Innovation and Entrepreneurship

Students must complete the following six subjects:

OUA - Session	Course code	Requirement	Course title	CP
SESS 2, 3	IBA234		Griffith Innovation Challenge	10
SESS 1,2,3	IBA200		Innovation, Creativity and Entrepreneurship	10
SESS 1	IBA244		Social and Cultural Entrepreneurship	10
SESS 2	IBA343		Digital Innovation	10
SESS 2	IBA346		Family Business Management	10
SESS 1	IBA345		Building the New Venture (capstone course)	10

Logistics and Supply Chain Management

Students must complete the following six subjects:

OUA - Session	Course code	Requirement	Course title	CP
SESS 1,3	IBA218		The Management of Business Processes	10
SESS 1	IBA215		Procurement and Supply Management	10
SESS 2	IBA214		International Business Logistics	10
SESS 2	IBA355		Operations Management	10
SESS 1,2,3	GBS302		Co-Design Incubator	10
SESS 2	IBA357		Supply Chain Innovation and Optimisation (capstone course)	10

Management

Students must complete the following six subjects:

OUA - Session	Course code	Requirement	Course title	CP
SESS 1,2	IBA201		Leading and Managing Organisations	10
SESS 1,3	IBA218		The Management of Business Processes	10
SESS 2,3	IBA306		Creating Ethical and Sustainable Business	10
SESS 2	IBA315		Managing Strategic Change (capstone course)	10
SESS 1	IBA313		Decision Making for Innovation	10
SESS 1	IBA345		Building the New Venture	10

Marketing

Students must complete the following six subjects:

OUA - Session	Course code	Requirement	Course title	CP
SESS 1,3	MKT204		Consumer Psychology	10
SESS 2	MKT203		Marketing Research and Intelligence	10
SESS 1	MKT202		Advertising and Integrated Marketing Communications	10
SESS 2	MKT306		Service Experience	10
SESS 1	MKT308		Sales and Negotiation	10
SESS 2	MKT309		Marketing Strategy and Analytics (capstone course)	10

Sport Management

Students must complete the following six subjects:

OUA - Session	Course code	Requirement	Course title	CP
SESS 1	THS239		Sport Management Principles	10
SESS 1	THS218		Sport Event and Facility Planning	10
SESS 2	THS232		Sport Digitisation and Communication	10
SESS 1	THS310		Contemporary Issues in Sport Business (capstone course)	10
SESS 2	THS332		Sport Marketing	10
SESS 2	THS333		Sport Development Systems	10

Electives (1 available)

Listed Business electives

Note: In accordance with the University's Credit and Recognition of Prior Learning Policy and notwithstanding the amount of credit which may be given towards the Bachelor of Business, a student undertaking this program is required to complete a minimum of 8 subjects of Year 2 and Year 3 Level Griffith subjects which are part of the Bachelor of Business degree requirements and which have not been credited towards another award.

OUA - Session	Course code	Requirement	Course title	CP
SESS 1,3	GIR204		The Government Business Nexus: Intervening, Lobbying and Responding	10
SP 1,2,3	MKT103		Introduction to Marketing (not offered from 2023)	10
SESS 1	AFE114		Small Business Accounting	10
SESS 1	AFE137		Digital Economy and Analysis	10
SESS 1,2	AFE135		Business Data Analysis (not offered from 2024)	10
SESS 1,3	MKT204		Consumer Psychology	10
SESS 2	MKT203		Marketing Research and Intelligence	10
SESS 1	MKT202		Advertising and Integrated Marketing Communications	10
SESS 2	MKT306		Service Experience	10
SESS 1	MKT308		Sales and Negotiation	10
SESS 2	MKT309		Marketing Strategy and Analytics	10
SESS 1,3	EHR202		Strategic Human Resource Management	10
SESS 1,2	EHR205		Organisational Behaviour	10
SESS 1	EHR309		Global Human Resource Management	10
SESS 1,2	EHR304		Managing Staffing and Performance (offered from 2023)	10
SESS 2	EHR203		Recruitment and Selection (not offered from 2023)	10
SESS 1,2	EHR303		Performance Management (not offered from 2023)	10
SESS 2	EHR302		Developing Talent	10
SESS 2,3	EHR301		Applied Human Resource Management and Change	10
SESS 1,2	IBA201		Leading and Managing Organisations	10
SESS 1,3	IBA218		The Management of Business Processes	10
SESS 2,3	IBA306		Creating Ethical and Sustainable Business	10
SESS 2	IBA312		Management Strategy and Decision Making	10
SESS 2	IBA315		Managing Strategic Change	10
SESS 1	IBA313		Decision Making for Innovation	10
SESS 2,3	IBA234		Griffith Innovation Challenge	10
SESS 1,2,3	IBA200		Innovation, Creativity and Entrepreneurship	10
SESS 1	IBA244		Social Enterprise	10
SESS 2	IBA343		Digital Innovation	10
SESS 2	IBA346		Family Business Management	10
SESS 1	IBA345		Building the New Venture	10
SESS 2, 3	COM21		Management Communication	10
SESS 1, 2, 3	COM10		Academic Writing	10
SESS 1, 2, 3	COM15		Developing Research and Analytical Skills	10
SESS 3	COM31		Organisational Communication	10
SP 1,3	CCJ18		Understanding Social Problems	10
SESS 1, 2, 3	COM12		Business Communication	10
SESS 1, 2, 3	LHS156		Fundamentals of Communication	10
SESS 2, 3	HUM206		Thinking Ethically	10
SESS 2	CMM317		Crisis and Disaster Communication	10
SP 2,4	CCJ326		Fraud and Cybercrime	10

OUA - Session	Course code	Requirement	Course title	CP
SP 2,4	CCJ13		Law Government and Policy	10
SESS 2, 3	COM14		Creative and Professional Writing	10