



## Bachelor of Business (Domestic students)

<b>Program code</b>	<b>Admission requirements</b>	<a href="#">Apply Now</a>
1383	Any 2 OUA undergraduate subjects with 4.0 GPA	
<b>Available at</b>		
Online	<a href="#">(more)</a>	
<b>Duration</b>	<b>Commencing in</b>	
3 years full-time	OUA - Sessions 1, 2 and 3	
6 years part-time		
<b>Credit points</b>		
240		
<b>Indicative fee</b>		
<a href="#">Find out more</a>		

### About this program

This program is offered via Open Universities Australia (OUA).

Each year is made up three Study Sessions. In Year 1/Study Session 1, this program is structured to introduce students to the very wide range of business disciplines that are necessary for an understanding of the interdisciplinary nature of business analysis and problem solving. From Year 2/Study Session 1, this program contains more advanced level courses and is structured to enable students to choose either one or two majors.

The following majors are available in the Bachelor of Business via OUA.

#### Sport Management

Are you a sport fan? Imagine turning your passion into a fulfilling and exciting career. In this major, you'll develop specialist knowledge of the sport industry and gain solid business skills to enable you to manage professional and not-for-profit sport organisations and clubs.

#### Logistics and Supply Chain Management

Logistics and supply chain management plays a crucial role in business. In this major, you'll learn how to source the best materials for the best price, develop good relationships with suppliers and customers, monitor the movement and storage of raw materials, maintain inventories of stock, and track goods from their point of origin to the final customer.

#### Marketing

If you're creative, a good communicator and a quick thinker, marketing is for you. You'll gain perspective on how a market works; its audiences, drivers, barriers and consumer behaviour. You'll also learn about data-driven decision making and identifying target markets. Learn to stay ahead of competitors with effective promotion and advertising.

#### Human Resource Management

HR management professionals work with people to help them with their careers. In this major, you'll learn about selection and recruitment procedures, staff training, development, performance management, and organisational change. You'll be able to advise organisations on their staffing needs to enable them to deliver their core business.

#### Management

If you like to plan, organise, lead and direct people to achieve a specific goal, then management is for you. You'll learn about management's core functions: communication, planning, teamwork, strategy, human resources and self-development. You'll also develop analytical, communication and decision-making skills to add value to any organisation in a range of areas.

#### Innovation and Entrepreneurship

Do you have a creative idea for a new product or service and want to launch your own business or start-up? In this major, you'll learn how to be an effective, innovative and dynamic manager, and a graduate with the skills, knowledge and confidence needed to develop and manage a successful business.

Further information is available by contacting either of the following areas:

- [Open Universities Australia \(OUA\)](#)
- [Griffith \(OUA\) Services](#)

## My attendance during the program

### Attendance information

This program is offered full-time and part-time through [Open Universities Australia \(OUA\)](#). As an OUA student, you are not required to study on-campus. You may complete this program entirely off-campus through Open Universities Australia. To be classed as a full-time student, you must enrol in at least two subjects per study session.

If you commenced your studies from 2016, you will have up to 8 years to complete your program. If you commenced your studies prior to 2016, you will have up to 10 years to complete your program.

## My career opportunities

### My career opportunities

Competent and competitive in many areas, graduates will be able to select from a wide range of career options within the public and private sectors.

#### Sport Management

Sport is big business. You'll 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.

#### Logistics and Supply Chain Management

You'll be able to work as a logistics and supply chain manager, purchasing manager, business or strategy manager, or export and import operations manager.

#### Human Resource Management

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.

#### 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 you may find work in roles such as a business manager in human resources, strategy, planning and policy, and training and development.

#### Marketing

You will be prepared 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.

#### Innovation and Entrepreneurship

You'll have an understanding of strategic and operational issues involved in a career in self-employment, or in small business. Create a career by moving from employment to self-employment, pursue the long-term growth of a high-potential new business venture, or become a serial entrepreneur, starting and selling new business ventures repeatedly.

## What are the fees?

### Additional fee information

Throughout your program you may be required to pay for the following items:

Expenses associated with field trips and placements.

#### 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 three 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

- Standard open learning unit fees will apply. Contact [Open Universities Australia \(OUA\)](#) for details.