



Bachelor of Creative and Interactive Media/Bachelor of Business (International students)

Program code

1438

Commencing in

For Continuing Students Only

Available at

Gold Coast Campus, Nathan Campus,
South Bank Campus

Duration

4 years full-time

Credit points

320

Degree requirements: Students who started Trimester 2 - 2019

For Domestic and International students not required to complete the English Language Enhancement course

For the award of *Bachelor of Creative and Interactive Media/Bachelor of Business (BCIM/BBus)*, you must successfully complete 320 credit points, made up of the core courses AND

- 60 credit points for a Creative and Interactive Media major;
- 60 credit points for a Business major;
 - if you elect not to complete a Business major, you will complete 60 credit points from the specified list;
- 20 credit points of Listed electives.

For students required to complete the English Language Enhancement course

For the award of *Bachelor of Creative and Interactive Media/Bachelor of Business (BCIM/BBus)*, you must successfully complete 320 credit points, made up of the core courses AND

- 10 credit points for the English Language Enhancement course (5904LHS);
- 60 credit points for a Creative and Interactive Media major;
- 60 credit points for a Business major;
 - if you elect not to complete a Business major, you will complete 60 credit points from the specified list;
- 20 credit points of Listed electives.

Other program requirements

You must successfully complete:

- no more than 120 credit points of Level 1 courses (the first digit of a course code denotes the level);
- at least 60 credit points of Level 3 courses or higher.

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. The Bachelor of Business and the Bachelor of Creative and Interactive Media are accredited as an AQF Level 7 - Bachelor Degree.

English Language Enhancement

Domestic students enrolled in this program whose first language is not English may complete the following **English Language Enhancement Course** as an elective.

- **5904LHS Language and Communication for Arts and Social Sciences**

Students whose first language is English are not permitted to undertake this course.

All undergraduate International students are required to complete an **English Language Enhancement Course** unless specific criteria are met as specified in Section 5.0 **Qualifications Procedure**.

The following course must be completed in the first trimester of study:

- **5904LHS Language and Communication for Arts and Social Sciences**

Advice regarding the requirement to complete the English Language Enhancement Course is available via the *myGriffith* portal (in the To Do List).

Students whose first language is English are not permitted to undertake this course.

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 the **Bachelor of Creative and Interactive Media** and the **Bachelor of Business** 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 Trimester 2 - 2019

Course offering information in program structures is a guide only. Please check the actual offering information in the Course Catalogue.

Note: Students must check the prerequisite and incompatible requirements before selecting any course within this program.

Year 1

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	1703QCA	Core to Program	Ideas in Interactive Media (see Note 1)	10
			OR	
Tri 1	5904LHS	English Enhancement	Language and Communication for Arts and Social Sciences (see Note 1)	10
Tri 1	1621ICT	Core to Program	Web Technologies (not offered from 2025)	10
			OR	
Tri 1	2008ICT	Core to Program	Design Thinking in IT (offered from 2025)	10
			OR	
Tri 2	1531QCA	Core to Program	Making Visual Media	10
Tri 1	1303AFE	Core to Program	Economics for Decision Making 1 (not offered from 2022)	10
			OR	
Tri 1,3	2316AFE	Core to Program	Macroeconomics Analysis	10
Tri 1,2 or 3	1101IBA	Core to Program	Management Concepts (not offered from 2021)	10
			OR	
Tri 1,3	1004GBS	Core to Program	The Purpose of Business	10
Tri 1,2 or 3	1003MKT	Core to Program	Introduction to Marketing (not offered from 2021)	10
			OR	
Tri 2,3	1009GBS	Core to Program	Grand Challenges for Business	10
Tri 1,2	1001EHR	Core to Program	Work and Employability (not offered from 2021)	10
			OR	
Tri 1,3	1007GBS	Core to Program	The Future of Work	10
Tri 2	1502QCA	Core to Program	Design Lab Experience (not offered from 2021)	10
			OR	
Tri 2	1516QCA	Core to Program	Form, Space and Process	10
Tri 1	1701ICT	Core to Program	Creative Coding	10

Note 1: Students required to undertake the English Language Enhancement course must complete 5904LHS in their first trimester of study in place of 1703QCA.

Year 2

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2			Creative and Interactive Media major courses	40
Tri 1,3	1102AFE	Core to Program	Accounting for Decision Making (not offered from 2022)	10
			OR	
Tri 2,3	1006GBS	Core to Program	Why Money Matters	10
Tri 1,3	1305AFE	Core to Program	Business Data Analysis (not offered from 2021)	10
			OR	
Tri 1,3	1008GBS	Core to Program	Business Decision-Making	10
Tri 1,3	2004GIR	Core to Program	The Government Business Nexus: Intervening, Lobbying and Responding	10
Tri 1,2			Business major course	10
			OR	
Tri 1,2			Business course (for students electing to not complete a major)	10

Year 3

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2			Business major courses	30
			OR	
Tri 1,2			Business courses (for students electing to not complete a major)	30
Tri 1,2			Creative and Interactive Media major courses	20
Tri 1	1701QCA	Core to Program	Making Interaction	10
Tri 2	1805ICT	Core to Program	Human Computer Interaction (not offered from 2024)	10
			OR	
Tri 1,3	1022ENG	Core to Program	Engineering Design Practice (offered from 2024)	10
			OR	
Tri 2	1704QCA	Core to Program	Still and Moving Image (not offered from 2023)	10
Tri 1	2010EHR	Core to Program	Legal Issues for Managers (not offered from 2019)	10
			OR	
Tri 1,2	2105AFE	Core to Program	Introduction to Business Law	10

Year 4

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2			Business major courses	20
			OR	
Tri 1,2			Business courses (for students electing to not complete a major)	20
Tri 1,2			Listed electives	20
Tri 1	3580QCA	Core to Program	Design Lab Practice (not offered from 2023)	10
			OR	
Tri 1	3647QCA	Core to Program	Being A Designer in Society	10
Tri 2	3579QCA	Core to Program	Business Practices in Creative Industries (offered in T2 from 2023)	10
			OR	
Tri 1	3410ICT	Core to Program	The Ethical Technologist (not offered from 2026)	10
			OR	
Tri 1	2007ICT	Core to Program	Cyber Security Standards and Operations (offered from 2026)	10
Tri 2	3701QCA	Core to Program	Interactive Media Major Project (capstone course)	20

You must complete one of the following **Creative and Interactive Media** majors:

- Digital Arts and Design
- Media Applications

You must complete one of the following **Business** majors:

- Asian Business
- Behavioural Science
- Employment Relations
- Innovation and Entrepreneurship
- Event Management
- Human Resource Management
- International Business
- Logistics and Supply Chain Management
- Management
- Marketing
- Real Estate and Property Development
- Sport Management
- Sustainable Enterprise (Sustainable Business from 2020)
- Tourism Management

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

Bachelor of Business - Majors (14 available)

Asian Business

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2028IBA	Core to Major	Disruption in the 4th Industrial Revolution in Asia	10
Tri 1	2029IBA	Core to Major	Family Business in Asia (not offered from 2020)	10
			OR	
Tri 1	3035IBA	Core to Major	Asian Business Research Project (not offered from 2022)	10
			OR	
Tri 1	2046IBA	Core to Major	Case Studies and Negotiations in Asian Business	10
Tri 1	3017IBA	Core to Major	Crime, Business and Politics in Asia	10
Tri 1	3033IBA	Core to Major	Managing People in the Asia Pacific (not offered from 2019)	10
			OR	
Tri 1	3009EHR	Core to Major	Global Human Resource Management	10
Tri 3	3004IBA	Core to Major	Intercultural Management (not offered from 2022)	10
			OR	
Tri 2	2030IBA	Core to Major	Global Business	10
Tri 2	3012IBA	Core to Major	Asian Business and Networking (capstone course) (not offered from 2024)	10
			OR	
Tri 2	3053IBA	Core to Major	Asian Societies: Contemporary Issues and Challenges	10

Behavioural Science

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2000PSY	Core to Major	Experimental Design and Analysis (see Note 1) (not offered from 2024)	10
			OR	
Tri 2	2116LHS	Core to Major	Social Data Analytics	10
Tri 1,3	2004MKT	Core to Major	Consumer Psychology	10
Tri 2	2034MKT	Core to Major	Marketing Research and Intelligence	10
Tri 2	3313AFE	Core to Major	Behavioural Economics	10
Tri 1	3018PSY	Core to Major	Behaviour Change Skills (see Note 1 & 2) (not offered from 2025)	10
			OR	
Tri 3	3218AFE	Core to Major	Behavioural Finance (see Note 2)	10
Tri 2	3007MKT	Core to Major	Marketing for Behaviour Change (capstone course)	10

Note 1: Psychology students must complete 20 credit points of Level 2/Level 3 Griffith Business School electives in place of

the overlapping (2000PSY and 3018PSY) courses.

Note 2: In 2024 3018PSY will be offered on campus in person only and 3218AFE will be offered in T3 online only.

Employment Relations

This major is offered at Nathan only.

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 2	2006EHR	Core to Major	Health and Safety in the Workplace	10
Tri 1	2001EHR	Core to Major	Management Employee Relations	10
Tri 2	2013EHR	Core to Major	Negotiation (formerly 3001EHR) (not offered from 2024)	10
			OR	
Tri 2,3	3021EHR	Core to Major	Negotiation (offered from 2024)	10
Tri 1	3015EHR	Core to Major	Employment Relations Law (not offered from 2023)	10
			OR	
Tri 1	2015EHR	Core to Major	Introduction to ER and HR Law	10
Tri 1	3008EHR	Core to Major	Workplace Industrial Relations (not offered from 2018)	10
			OR	
Tri 1	3019EHR	Core to Major	The Realities and Potentials of Workplaces (formerly 2011EHR)	10
Tri 2	3006EHR	Core to Major	Employment Strategies in Action (capstone course)	10

Entrepreneurship and Self-Employment

This major is offered at Nathan, Gold Coast and Online.

You must complete 50 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	2043MKT	Elective to Major	Entrepreneurship and New Business Ventures (not offered from 2020)	10
			OR	
Tri 1,2 or 3	2043IBA	Elective to Major	Innovation, Creativity and Entrepreneurship	10
Tri 1	2036MKT	Elective to Major	Retail Marketing	10
Tri 2	2038MKT	Elective to Major	Personal Selling and Sales Management (not offered from 2022)	10
			OR	
Tri 1	3038MKT	Elective to Major	Sales and Negotiation	10
Tri 1	2044IBA	Elective to Major	Social Entrepreneurship	10
Tri 3	2098MKT	Elective to Major	Branding and Promoting New Business Ventures	10
Tri 2,3	2034IBA	Elective to Major	Griffith Innovation Challenge	10
Tri 1	3019MKT	Elective to Major	Franchising and Small Business (not offered from 2024)	10
Tri 2,3	3029MKT	Elective to Major	Self-Marketing	10

You must complete the following capstone course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	3045MKT	Core to Major	New Venture Business Planning (capstone course) (not offered from 2020)	10
			OR	
Tri 1	3045IBA	Core to Major	Building the New Venture (capstone course)	10

Event Management

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2219THS	Core to Major	Event Management Principles	10
Tri 1	2315THS	Core to Major	Event Marketing and Sponsorship	10
Tri 2	2209THS	Core to Major	Managing Projects in Service Industries	10
Tri 1	3117THS	Core to Major	Facility and Venue Management	10
Tri 2	3213THS	Core to Major	Conference and Convention Management	10
Tri 2	3204THS	Core to Major	Event Evaluation (capstone course)	10

Human Resource Management

This major is offered at Nathan, Gold Coast and Online.

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	2002EHR	Core to Major	Strategic Human Resource Management	10
Tri 1,2	2005EHR	Core to Major	Organisational Behaviour and Wellbeing	10
Tri 2	2009EHR	Core to Major	Recruitment and Selection (not offered from 2023)	10
			AND	
Tri 1,2	3011EHR	Core to Major	Performance Management (not offered from 2023)	10
			OR	
Tri 1	3009EHR	Core to Major	Global Human Resource Management	10
			AND	
Tri 1,2	3020EHR	Core to Major	Managing Staffing and Performance	10
Tri 2	3010EHR	Core to Major	Developing Talent	10
Tri 2,3	3012EHR	Core to Major	Applied Human Resource Management and Change (capstone course)	10

International Business

Students must complete 60 credit points from the following courses, including a capstone course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2002IBA	Elective to Major	Firm Behaviours and Business Strategy (not offered from 2023)	10
			OR	
Tri 2	2030IBA	Elective to Major	Global Business	10
Tri 1	2005IBA	Elective to Major	Comparative Management (not offered from 2022)	10
			OR	
Tri 1	2129IBA	Elective to Major	International Management	10
Tri 1	2028IBA	Elective to Major	Disruption in the 4th Industrial Revolution in Asia	10
Tri 2	3042MKT	Elective to Major	Marketing Globally (not offered from 2023)	10
			OR	
Tri 2	2154IBA	Elective to Major	International Business Logistics	10
Tri 2	2011IBA	Elective to Major	Export Management	10
Tri 2	3209AFE	Elective to Major	International Finance (not offered from 2022)	10
Tri 2	3052IBA	Elective to Major	Partnerships in Australia, Asia and the Pacific	10
Tri 1	3001IBA	Elective to Major	International Trade and Competition (capstone course) (not offered from 2022)	10
Tri 1	3047IBA	Elective to Major	Trade and Global Strategy (capstone course)	10

Logistics and Supply Chain Management

You must complete the following courses, including the capstone course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	2128IBA	Core to Major	The Management of Business Processes	10
Tri 1	2150IBA	Core to Major	Introduction to Supply Chain Management (not offered from 2022)	10
			OR	
Tri 1,2 or 3	3002GBS	Core to Major	Co-Design Incubator	10
			OR	
Tri 1,2 or 3	3001GBS	Core to Major	UG Business Internship I	10
Tri 2	2154IBA	Core to Major	International Business Logistics	10
Tri 1	2155IBA	Core to Major	Procurement and Supply Management	10
			OR	
Tri 1	3145IBA	Core to Major	Purchasing and Supply Management (not offered from 2022)	10
Tri 2	3155IBA	Core to Major	Operations Management	10
Tri 2	3157IBA	Core to Major	Supply Chain Innovation and Optimisation (capstone course)	10
			OR	
Tri 2	3156IBA	Core to Major	Applied Business Optimisation and Modelling (capstone course) (not offered from 2022)	10

Management

This major is offered at Nathan, Gold Coast and Online.

You must complete the following courses (and are advised to complete the Level 1 courses before commencing your major):

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	1101IBA	Recommended Prereq	Management Concepts (not offered from 2021)	10
			OR	
Tri 1,3	1004GBS	Recommended Prereq	The Purpose of Business	10

You must complete 60 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	2128IBA	Elective to Major	The Management of Business Processes	10
Tri 1,2	2005EHR	Elective to Major	Organisational Behaviour and Wellbeing	10
Tri 1	3144IBA	Elective to Major	Quality Management (not offered from 2022)	10
Tri 1	3051IBA	Elective to Major	Decision Making for Innovation	10
Tri 2,3	3006IBA	Elective to Major	Creating Ethical and Sustainable Business	10
Tri 2	3112IBA	Elective to Major	Management Strategy and Decision Making (capstone course) (not offered from 2022)	10
			OR	
Tri 2	3050IBA	Elective to Major	Managing Strategic Change (capstone course)	10
Tri 1	3114IBA	Elective to Major	Management Problem Solving (capstone course) (not offered from 2022)	10
Tri 1	3045IBA	Elective to Major	Building the New Venture (capstone course)	10

Marketing

You must complete 60 credit points from the following courses including the capstone course:

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	2004MKT	Elective to Major	Consumer Psychology	10
Tri 2	2034MKT	Elective to Major	Marketing Research and Intelligence	10
Tri 1	2029MKT	Elective to Major	Advertising and Integrated Marketing Communications	10
Tri 2	3006MKT	Elective to Major	Service Experience	10
Tri 2	3007MKT	Elective to Major	Marketing for Behaviour Change	10
Tri 1	3038MKT	Elective to Major	Sales and Negotiation	10
Tri 2	3040MKT	Elective to Major	Digital and Social Media Marketing	10
Tri 2	3028MKT	Elective to Major	Marketing Strategy and Analytics (capstone course)	10

Real Estate and Property Development

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2009THS	Core to Major	Real Estate and Property Development Principles	10
Tri 2	2209THS	Core to Major	Managing Projects in Service Industries	10
			OR	
Tri 2	2310THS	Core to Major	Property Market Research and Analysis	10
Tri 2	2211AFE	Core to Major	Real Estate Finance	10
Tri 1	3220THS	Core to Major	Real Estate and Property Development Law	10
Tri 1	3216THS	Core to Major	Strata Communities and Management	10
Tri 2	3219THS	Core to Major	Property Development Process (capstone course)	10

Note: You can complete the Real Estate License externally through a variety of independent accredited providers including the Queensland real estate industry peak body - Real Estate Institute of Qld (REIQ) - and apply for credit towards an elective through the University Credit process.

Sport Management

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2309THS	Core to Major	Sport Management Principles	10
Tri 1	2018THS	Core to Major	Sport Event and Facility Planning	10
Tri 2	2312THS	Core to Major	Sport Digitisation and Communication	10
Tri 1	3110THS	Core to Major	Contemporary Issues in Sport Business	10
Tri 2	3323THS	Core to Major	Sport Marketing	10
Tri 2	3333THS	Core to Major	Sport Development Systems (capstone course)	10

Sustainable Enterprise

You must complete 60 credit points from the following courses including the capstone course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2101GIR	Elective to Major	The Politics of Environment and Sustainability	10
Tri 2	2002MKT	Elective to Major	Corporate Communications and Public Relations (not offered from 2020)	10
			OR	
Tri 2	3306ENV	Elective to Major	Environmental Management	10
Tri 2	2313AFE	Elective to Major	Environmental and Energy Economics	10
Tri 2	2008EHR	Elective to Major	Business Communication (not offered from 2022)	10
			OR	
Tri 2	3038IBA	Elective to Major	The Business of Changing the World	10
Tri 1	3055MKT	Elective to Major	Green Marketing	10
Tri 1,2	2045IBA	Elective to Major	Leading and Managing Organisations	10
Tri 1,2 or 3	3002LFC	Elective to Major	Community Internship and Partnerships for SDGs	10
Tri 2,3	3006IBA	Elective to Major	Creating Ethical and Sustainable Business (capstone course)	10

Tourism Management

You must complete 60 credit points from the following courses, including a capstone course:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2204THS	Elective to Major	Sustainable Tourism Practices and Impacts	10
Tri 2	2233THS	Elective to Major	Tourism Impact Assessment (not offered from 2023)	10
Tri 2	2235THS	Elective to Major	Visitor Precincts and Infrastructure (offered from 2023)	10
Tri 1	3200THS	Elective to Major	Destination Marketing	10
Tri 1	3120THS	Elective to Major	Diversity and Culture in Tourism (not offered from 2025)	10
			OR	
Tri 1,2	2110THS	Elective to Major	Diversity and Culture in Tourism	10
Tri 2	3018THS	Elective to Major	Destination Management (not offered from 2024)	10
Tri 2	2203THS	Elective to Major	Tourism Transportation Management (offered from 2024)	10
Tri 2	3307THS	Elective to Major	Tourism Small Business Management (capstone course) (not offered from 2020)	10
			OR	
Tri 2	3009THS	Elective to Major	Tourism Futures (capstone course)	10
			OR	
Tri 2,3	2034IBA	Elective to Major	Griffith Innovation Challenge (capstone course)	10

Bachelor of Business - No Major Option (1 available)
Business (for students not completing a major)

Offered at Nathan, Gold Coast and Online.

You must complete 60 credit points from the following courses (with at least 20 credit points of Level 3 courses):

Trimester	Course code	Requirement	Course title	CP
Tri 1,3	2128IBA	Elective to Major	The Management of Business Processes	10
Tri 2	2002MKT	Elective to Major	Corporate Communications and Public Relations (not offered from 2020)	10
Tri 2	2008EHR	Elective to Major	Business Communication (not offered from 2022)	10
Tri 1,2 or 3	2043IBA	Elective to Major	Innovation, Creativity and Entrepreneurship (previously 2043MKT)	10
Tri 1	2101GIR	Elective to Major	The Politics of Environment and Sustainability	10
Tri 1	3033IBA	Elective to Major	Managing People in the Asia Pacific (not offered from 2019)	10
			OR	
Tri 1	3009EHR	Elective to Major	Global Human Resource Management	10
Tri 1,2	2005EHR	Elective to Major	Organisational Behaviour and Wellbeing	10
Tri 2	2209THS	Elective to Major	Managing Projects in Service Industries	10
			OR	
Tri 2	2310THS	Elective to Major	Property Market Research and Analysis	10
Tri 3	3004IBA	Elective to Major	Intercultural Management (not offered from 2022)	10
Tri 2	3050IBA	Elective to Major	Managing Strategic Change	10
			OR	
Tri 2	3112IBA	Elective to Major	Management Strategy and Decision Making (not offered from 2022)	10
Tri 2,3	3006IBA	Elective to Major	Creating Ethical and Sustainable Business	10

Students wishing to undertake courses outside this list may do so subject to Program Director approval.

Bachelor of Creative and Interactive Media - Majors (2 available)

Digital Arts and Design

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2701QCA	Core to Major	3D Modelling for Interaction (not offered from 2022)	10
			OR	
Tri 1	2661QCA	Core to Major	Kinetic and Interactive Mechanics (offered from 2022)	10
Tri 1	2663QCA	Core to Major	Creative Audio	10
			OR	
Tri 1	2993QCM	Core to Major	Creative Audio (not offered from 2021)	10
Tri 2	2617QCA	Core to Major	Mobile Play (not offered from 2022)	10
			OR	
Tri 2	2662QCA	Core to Major	Creating Screen Interfaces (offered from 2022)	10
Tri 2	2703QCA	Core to Major	Wearable Technology (not offered from 2022)	10
			OR	
Tri 2	2664QCA	Core to Major	Creative Generative Systems (offered from 2022)	10
Tri 1	3614QCA	Core to Major	Experimental Media (not offered from 2023)	10
			OR	
Tri 1	3654QCA	Core to Major	Mobile Play (offered from 2023)	10
Tri 2	3643QCA	Core to Major	Interactive Installations	10

Media Applications

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 1	2701ICT	Core to Major	Interactive App Development (not offered from 2025)	10
Tri 1	2702ICT	Core to Major	Intelligent Media Systems (not offered from 2025)	10
			OR	
Tri 2	2006ICT	Core to Major	Object Oriented Software Development (offered from 2025)	10
Tri 2	2810ICT	Core to Major	Software Technologies	10
Tri 2	2703ICT	Core to Major	Web Application Development (not offered from 2026)	10
			OR	
Tri 2	3004ICT	Core to Major	Web Application Development (offered from 2026)	10
Tri 1	3701ICT	Core to Major	Mobile Application Development	10
Tri 2	3702ICT	Core to Major	Games Development	10

Electives (1 available)

Listed electives

The listed elective interest groups are provided to assist you in choosing electives that align with your career interests. You are not limited to selection from any one group - you can select from across the listed elective interest groups. You must ensure that you do not exceed the maximum of Level 1 courses in your entire program.

Elective courses may be available at multiple campuses and during a different trimester. Click on the course to find out more information on where and when the course is offered.

Accounting

Trimester	Course code	Requirement	Course title	CP
Tri 1	2101AFE	Listed Elective	International Accounting	10
Tri 1,2	1202AFE	Listed Elective	Financial Planning 1 (not offered from 2021)	10
			courseLineOperator	
Tri 1,2	2200AFE	Listed Elective	Financial Planning 1	10
Tri 1,2	2206AFE	Listed Elective	Investment Analysis and Management	10
Tri 1,2 or 3	3000AFE	Listed Elective	Tax Clinic	10
Tri 1,2	3108AFE	Listed Elective	Taxation Planning (not offered from 2022)	10
			courseLineOperator	
Tri 1	3150AFE	Listed Elective	Taxation Planning for Advisors	10
Tri 1,2 or 3	1203AFE	Listed Elective	Money, Banking and Finance (not offered from 2021)	10
Tri 1,2	2213AFE	Listed Elective	Financial Planning 2	10
Tri 2	3001AFE	Listed Elective	Insolvency Law	10

Asian and International Business

Trimester	Course code	Requirement	Course title	CP
Tri 1	2020GIR	Listed Elective	Global Security	10
Tri 1	3009EHR	Listed Elective	Global Human Resource Management	10
Tri 1	1005IBA	Listed Elective	Introduction to International Business (not offered from 2021)	10
			courseLineOperator	
Tri 2	2030IBA	Listed Elective	Global Business	10
Tri 3	3004IBA	Listed Elective	Intercultural Management (not offered from 2022)	10
Tri 2	1013IBA	Listed Elective	Transforming Asian Economies (not offered from 2020)	10
Tri 2	2016GIR	Listed Elective	Power in East Asia (not offered from 2023)	10
Tri 2	2011IBA	Listed Elective	Export Management	10
Tri 1	3010GIR	Listed Elective	China's Foreign and Security Policy	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10

Behavioural Science

Trimester	Course code	Requirement	Course title	CP
Tri 1	3307ENV	Listed Elective	Environmental and Social Futures (offered GC & NA) (not offered in 2021)	10
			courseLineOperator	
Tri 1,3	4118ENV	Listed Elective	Policymaking and Planning for Climate Change	10
Tri 1	2007PSY	Listed Elective	Biological Psychology (offered GC & MG)	10
Tri 2	3019PSY	Listed Elective	Cognitive Neuropsychology	10
Tri 2	2007EHR	Listed Elective	Labour Market Issues (not offered from 2021)	10
Tri 2	2313AFE	Listed Elective	Environmental and Energy Economics	10
Tri 2	2006PSY	Listed Elective	Cognitive Psychology (offered GC & MG)	10
Tri 3	3218AFE	Listed Elective	Behavioural Finance (offered OL only)	10

Economics

Trimester	Course code	Requirement	Course title	CP
Tri 1	2009GIR	Listed Elective	Economic Ideas and Political Institutions (not offered from 2020)	10
Tri 1	3307AFE	Listed Elective	International Economics (not offered from 2023)	10
Tri 1	3203THS	Listed Elective	Tourism Economics	10
Tri 1,2	2306AFE	Listed Elective	Quantitative Methods for Business Finance and Economics	10
Tri 1,2 or 3	3000AFE	Listed Elective	Tax Clinic	10
Tri 2	3313AFE	Listed Elective	Behavioural Economics	10
Tri 2	1013IBA	Listed Elective	Transforming Asian Economies (not offered from 2020)	10
Tri 2	2313AFE	Listed Elective	Environmental and Energy Economics	10
Tri 2	3302AFE	Listed Elective	Interest Rates, Money and Central Banking	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10

Entrepreneurship and Self-Employment (Innovation and Entrepreneurship from 2020)

Trimester	Course code	Requirement	Course title	CP
Tri 1,2	2545QCA	Listed Elective	Creative Thinking	10
Tri 1,3	2002EHR	Listed Elective	Strategic Human Resource Management	10
Tri 1	3144IBA	Listed Elective	Quality Management (not offered from 2022)	10
Tri 2	3040MKT	Listed Elective	Digital and Social Media Marketing	10
Tri 2	3050IBA	Listed Elective	Managing Strategic Change	10
			courseLineOperator	
Tri 2	3112IBA	Listed Elective	Management Strategy and Decision Making (not offered from 2022)	10
Tri 2,3	2034IBA	Listed Elective	Griffith Innovation Challenge (formerly 3031IBA)	10
Tri 2	3307THS	Listed Elective	Tourism Small Business Management (not offered from 2020)	10
Tri 2	3038IBA	Listed Elective	The Business of Changing the World (offered at Logan from 2020)	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10
Tri 3	3013MKT	Listed Elective	Entertainment and the Arts Marketing	10

Employability electives

The following courses focus on preparation for (and gaining) employment. For more information, please visit Griffith Business School Opportunities website.

Trimester	Course code	Requirement	Course title	CP
Tri 2	2008EHR	Listed Elective	Business Communication (not offered from 2022)	10
Tri 1,2 or 3	3000AFE	Listed Elective	Tax Clinic	10
Tri 1,2	3217AFE	Listed Elective	Student Managed Investment Fund	10
Tri 1,2 or 3	3001GBS	Listed Elective	UG Business Internship I	10
Tri 1,2 or 3	3000GBS	Listed Elective	UG Business Internship II	20
Tri 1	3035IBA	Listed Elective	Asian Business Research Project (not offered from 2022)	10
Tri 1,2	3400THS	Listed Elective	Career Development (not offered from 2023)	10
			courseLineOperator	
Tri 1,2	2400THS	Listed Elective	Career Development (formerly 3400THS)	10
Tri 1,2 or 3	2043MKT	Listed Elective	Entrepreneurship and New Business Ventures (not offered from 2020)	10
			courseLineOperator	
Tri 1,2 or 3	2043IBA	Listed Elective	Innovation, Creativity and Entrepreneurship	10
Tri 1	3114IBA	Listed Elective	Management Problem Solving (not offered from 2022)	10

Trimester	Course code	Requirement	Course title	CP
Tri 1,2 or 3	3002LFC	Listed Elective	Community Internship and Partnerships for SDGs	10
Tri 2,3	3029MKT	Listed Elective	Self-Marketing	10
Tri 2	3014IBA	Listed Elective	Negotiation Knowledge and Skill (not offered from 2024)	10
			courseLineOperator	
Tri 2,3	3021EHR	Listed Elective	Negotiation (offered from 2024)	10
Tri 2	3102GBS	Listed Elective	Business Simulation (not offered from 2020)	10
Tri 2	3038IBA	Listed Elective	The Business of Changing the World (offered at Logan from 2020)	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10
Tri 2,3	2034IBA	Listed Elective	Griffith Innovation Challenge (formerly 3031IBA)	10
Tri 1,2 or 3	3101GBS	Listed Elective	I-WIL in Impact Oriented Workplaces (not offered from 2022)	10
Tri 1,2 or 3	3002GBS	Listed Elective	Co-Design Incubator	10
Tri 3	3100AFE	Listed Elective	Indigenous Australians: Everybody's Business (not offered from 2023)	10
			courseLineOperator	
Tri 3	3100GBS	Listed Elective	Indigenous Australians: Everybody's Business	10
Tri 2	2013EHR	Listed Elective	Negotiation (formerly 3001EHR) (not offered from 2024)	10
			courseLineOperator	
Tri 2,3	3021EHR	Listed Elective	Negotiation (offered from 2024)	10
Tri 3	3003GBS	Listed Elective	UG Global Mobility Internship II	20
Tri 1,3	3034IBA	Listed Elective	Asian Immersion Study Tour (not offered from 2022)	10
			courseLineOperator	
Tri 1,2,3	3004GBS	Listed Elective	Business Study Tour	10
Tri 3	3310THS	Listed Elective	Community Based Ecotourism Field Study (not offered in 2022)	10

Event Management

Trimester	Course code	Requirement	Course title	CP
Tri 1	2018THS	Listed Elective	Sport Event and Facility Planning	10
Tri 1	3118THS	Listed Elective	Planning Sustainable Communities (not offered from 2020)	10
Tri 1	3200THS	Listed Elective	Destination Marketing	10
Tri 1	3226THS	Listed Elective	Tourism Study Tour	10
Tri 1,2	3410THS	Listed Elective	Tourism, Hospitality, Event, Sport and Property Internship I (not offered from 2022)	10
Tri 1,2	3411THS	Listed Elective	Tourism, Hospitality, Event, Sport and Property Internship II (not offered from 2022)	20
Tri 2,3	3201THS	Listed Elective	Tourism Disruption, Risk and Resilience	10
Tri 2	2220THS	Listed Elective	Athlete Management Principles	10
Tri 2	3018THS	Listed Elective	Destination Management	10
Tri 1	3120THS	Listed Elective	Diversity and Culture in Tourism (not offered from 2025)	10
			courseLineOperator	
Tri 1,2	2110THS	Listed Elective	Diversity and Culture in Tourism	10
Tri 2	3207THS	Listed Elective	Event Business Development (not offered from 2023)	10
Tri 2	3224THS	Listed Elective	Community Events and Festivals (not offered from 2019)	10

Finance

Trimester	Course code	Requirement	Course title	CP
Tri 1	3047IBA	Listed Elective	Trade and Global Strategy	10
			courseLineOperator	
Tri 2	3209AFE	Listed Elective	International Finance (not offered from 2022)	10
Tri 1,2	1202AFE	Listed Elective	Financial Planning 1 (not offered from 2021)	10
			courseLineOperator	
Tri 1,2	2200AFE	Listed Elective	Financial Planning 1	10
Tri 1,2	1203AFE	Listed Elective	Money, Banking and Finance (not offered from 2021)	10
Tri 1,2	2306AFE	Listed Elective	Quantitative Methods for Business Finance and Economics	10
Tri 1,2	3217AFE	Listed Elective	Student Managed Investment Fund	10
Tri 1,2	3105AFE	Listed Elective	Law of Finance	10
Tri 1	3305AFE	Listed Elective	Applied Econometrics (not offered from 2022)	10
			courseLineOperator	
Tri 1,2	2315AFE	Listed Elective	Econometric Analysis	10
Tri 1,2 or 3	3000AFE	Listed Elective	Tax Clinic	10
Tri 2	3213AFE	Listed Elective	Credit and Lending (not offered in 2021)	10
Tri 2	3001AFE	Listed Elective	Insolvency Law	10

Financial Planning

Trimester	Course code	Requirement	Course title	CP
Tri 1,2	1202AFE	Listed Elective	Financial Planning 1 (not offered from 2021)	10
			courseLineOperator	
Tri 1,2	2200AFE	Listed Elective	Financial Planning 1	10
Tri 1,2	1203AFE	Listed Elective	Money, Banking and Finance (not offered from 2021)	10
Tri 1,2	2306AFE	Listed Elective	Quantitative Methods for Business Finance and Economics	10
Tri 1,2	3105AFE	Listed Elective	Law of Finance	10
Tri 1,2 or 3	3000AFE	Listed Elective	Tax Clinic	10
Tri 1,2	3217AFE	Listed Elective	Student Managed Investment Fund	10
Tri 2	3213AFE	Listed Elective	Credit and Lending (not offered in 2021)	10
Tri 1,2	3208AFE	Listed Elective	Portfolio Management	10
Tri 2	3001AFE	Listed Elective	Insolvency Law	10

Human Resource Management and Employment Relations

Trimester	Course code	Requirement	Course title	CP
Tri 2	2006EHR	Listed Elective	Health and Safety in the Workplace	10
Tri 1	3009EHR	Listed Elective	Global Human Resource Management	10
Tri 1	3015EHR	Listed Elective	Employment Relations Law (not offered from 2023)	10
			courseLineOperator	
Tri 1	2015EHR	Listed Elective	Introduction to ER and HR Law	10
Tri 1	3019EHR	Listed Elective	The Realities and Potentials of Workplaces (formerly 2011EHR)	10
Tri 1	2001EHR	Listed Elective	Management Employee Relations	10
Tri 1,2	2005EHR	Listed Elective	Organisational Behaviour and Wellbeing	10
Tri 2	2009EHR	Listed Elective	Recruitment and Selection (not offered from 2023)	10
Tri 2	3010EHR	Listed Elective	Developing Talent	10
Tri 1,2	3011EHR	Listed Elective	Performance Management (not offered from 2023)	10
Tri 2,3	3012EHR	Listed Elective	Applied Human Resource Management and Change	10
Tri 1,3	2002EHR	Listed Elective	Strategic Human Resource Management	10
Tri 2	2008EHR	Listed Elective	Business Communication (not offered from 2022)	10
Tri 2	2007EHR	Listed Elective	Labour Market Issues (not offered from 2021)	10
Tri 2	3002EHR	Listed Elective	Electronic Human Resource Management (not offered from 2020)	10
Tri 2	3006EHR	Listed Elective	Employment Strategies in Action	10
Tri 2	2013EHR	Listed Elective	Negotiation (formerly 3001EHR) (not offered from 2024)	10
			courseLineOperator	
Tri 2,3	3021EHR	Listed Elective	Negotiation (offered from 2024)	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10
Tri 3	3017EHR	Listed Elective	Human Resources Study Tour (not offered from 2023)	10

Logistics and Supply Chain Management

Trimester	Course code	Requirement	Course title	CP
Tri 1	3144IBA	Listed Elective	Quality Management (not offered from 2022)	10
Tri 2	3050IBA	Listed Elective	Managing Strategic Change	10
			courseLineOperator	
Tri 2	3112IBA	Listed Elective	Management Strategy and Decision Making (not offered from 2022)	10
Tri 3	3004IBA	Listed Elective	Intercultural Management (not offered from 2022)	10
Tri 2	2011IBA	Listed Elective	Export Management	10
Tri 2	3014IBA	Listed Elective	Negotiation Knowledge and Skill (not offered from 2024)	10
			courseLineOperator	
Tri 2,3	3021EHR	Listed Elective	Negotiation (offered from 2024)	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10

Management

Trimester	Course code	Requirement	Course title	CP
Tri 1	2005IBA	Listed Elective	Comparative Management (not offered from 2022)	10
			courseLineOperator	
Tri 1	2129IBA	Listed Elective	International Management	10
Tri 1	3033IBA	Listed Elective	Managing People in the Asia Pacific (not offered from 2019)	10
Tri 1	3027GIR	Listed Elective	Business and Politics in the Asia Pacific	10
Tri 2	2011IBA	Listed Elective	Export Management	10
Tri 2	3155IBA	Listed Elective	Operations Management	10
Tri 2	3522NSC	Listed Elective	Contemporary Aviation Management	10
Tri 3	3004IBA	Listed Elective	Intercultural Management (not offered from 2022)	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10

Marketing

Trimester	Course code	Requirement	Course title	CP
Tri 2	2002MKT	Listed Elective	Corporate Communications and Public Relations (not offered from 2020)	10
Tri 2	2038MKT	Listed Elective	Personal Selling and Sales Management (not offered from 2022)	10
			courseLineOperator	
Tri 1	3038MKT	Listed Elective	Sales and Negotiation	10
Tri 1	2036MKT	Listed Elective	Retail Marketing	10
Tri 3	2098MKT	Listed Elective	Branding and Promoting New Business Ventures	10
Tri 2	3007MKT	Listed Elective	Marketing for Behaviour Change	10
Tri 3	3013MKT	Listed Elective	Entertainment and the Arts Marketing	10
Tri 1	3055MKT	Listed Elective	Green Marketing	10
Tri 2	3042MKT	Listed Elective	Marketing Globally (not offered from 2023)	10

Politics and Public Policy

Trimester	Course code	Requirement	Course title	CP
Tri 1	2002GIR	Listed Elective	Australian Politics and Government	10
Tri 1	2008GIR	Listed Elective	Chinese Government and Politics (not offered from 2023)	10
Tri 1	2101GIR	Listed Elective	The Politics of Environment and Sustainability	10
Tri 1	2009GIR	Listed Elective	Economic Ideas and Political Institutions (not offered from 2020)	10
Tri 2	3018GIR	Listed Elective	Terrorism, Counter-terrorism, and Globalisation	10
Tri 1	3027GIR	Listed Elective	Business and Politics in the Asia Pacific	10
Tri 1	2006GIR	Listed Elective	Politics, Spin and the Media	10
Tri 2	2015GIR	Listed Elective	Democratisation and Authoritarianism in Southeast Asia	10
Tri 2	2012GIR	Listed Elective	European Democracy in the Twenty-First Century (not offered from 2022)	10
Tri 2	3016GIR	Listed Elective	Religion, Politics and Globalisation	10
Tri 3	2010GIR	Listed Elective	Introduction to American Politics	10
Tri 1	3017GIR	Listed Elective	The Way of the Dictator	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10

Real Estate and Property Development

Trimester	Course code	Requirement	Course title	CP
Tri 1	3118THS	Listed Elective	Planning Sustainable Communities (not offered from 2020)	10
Tri 1,2	1220THS	Listed Elective	Information Systems for Services Industries (not offered from 2021)	10
Tri 1,2	3410THS	Listed Elective	Tourism, Hospitality, Event, Sport and Property Internship I (Not offered from 2022)	10
Tri 1,2	3411THS	Listed Elective	Tourism, Hospitality, Event, Sport and Property Internship II (not offered from 2022)	20
Tri 2	2008EHR	Listed Elective	Business Communication (not offered from 2022)	10
Tri 2	2013EHR	Listed Elective	Negotiation (formerly 3001EHR) (not offered from 2024)	10
			courseLineOperator	
Tri 2,3	3021EHR	Listed Elective	Negotiation (offered from 2024)	10
Tri 1,2 or 3			Real Estate License (see Note 1)	10

Note: Students can complete the Real Estate License externally through a variety of independent accredited providers including the Queensland real estate industry peak body the Real Estate Institute of Qld (REIQ) and apply for credit towards an elective through the University Credit processes.

Sport Management

Trimester	Course code	Requirement	Course title	CP
Tri 1	2219THS	Listed Elective	Event Management Principles	10
Tri 1	2315THS	Listed Elective	Event Marketing and Sponsorship	10
Tri 1	3117THS	Listed Elective	Facility and Venue Management	10
Tri 1,2	3410THS	Listed Elective	Tourism, Hospitality, Event, Sport and Property Internship I (not offered from 2022)	10
Tri 1,2	3411THS	Listed Elective	Tourism, Hospitality, Event, Sport and Property Internship II (not offered from 2022)	20
Tri 2	2220THS	Listed Elective	Athlete Management Principles	10
Tri 2	2209THS	Listed Elective	Managing Projects in Service Industries	10
Tri 2	3204THS	Listed Elective	Event Evaluation	10
Tri 2	3224THS	Listed Elective	Community Events and Festivals (not offered from 2019)	10

Sustainable Enterprise (Sustainable Business from 2020)

Trimester	Course code	Requirement	Course title	CP
Tri 1	2204THS	Listed Elective	Sustainable Tourism Practices and Impacts	10
Tri 2	2281ENV	Listed Elective	Economics and the Environment	10
Tri 1	3118THS	Listed Elective	Planning Sustainable Communities (not offered from 2020)	10
Tri 2,3	3012EHR	Listed Elective	Applied Human Resource Management and Change	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10

Tourism Management

Trimester	Course code	Requirement	Course title	CP
Tri 1	3117THS	Listed Elective	Facility and Venue Management	10
Tri 1	3226THS	Listed Elective	Tourism Study Tour	10
Tri 1	3203THS	Listed Elective	Tourism Economics	10
Tri 3	3006THS	Listed Elective	Cruise Industry Management (not offered from 2022)	10
Tri 1	3118THS	Listed Elective	Planning Sustainable Communities (not offered from 2020)	10
Tri 1,2	1220THS	Listed Elective	Information Systems for Services Industries (not offered from 2021)	10
Tri 1,2	1005THS	Listed Elective	People and Places in the Service Industries (not offered from 2021)	10
Tri 1,2	3410THS	Listed Elective	Tourism, Hospitality, Event, Sport and Property Internship I (not offered from 2022)	10
Tri 1,2	3411THS	Listed Elective	Tourism, Hospitality, Event, Sport and Property Internship II (not offered from 2022)	20
Tri 1,3	2222THS	Listed Elective	Hotel Distribution and Sales	10
Tri 1,3	3214THS	Listed Elective	Financial Management for Tourism and Hotels (not offered from 2021)	10
Tri 2	2213THS	Listed Elective	Culinary Tourism	10
Tri 2	3231THS	Listed Elective	Hospitality Service Excellence	10
Tri 2	3213THS	Listed Elective	Conference and Convention Management	10
Tri 2,3	3201THS	Listed Elective	Tourism Disruption, Risk and Resilience	10
Tri 3	2217THS	Listed Elective	Wine Studies (not offered from 2024)	10
Tri 3	3008THS	Listed Elective	Cruise Industry Experience (not offered in 2022)	10
Tri 3	3016EHR	Listed Elective	Disruption, Technology and Workplaces (not offered from 2021)	10
Tri 3	3310THS	Listed Elective	Community Based Ecotourism Field Study (not offered in 2022)	10