



Bachelor of Creative and Interactive Media/Bachelor of Business (Domestic 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

8 years part-time

Credit points

320

Important Notes

From 2021, commencing students are referred to the **Bachelor of Design/Bachelor of Business (1568)**.

About this program

This innovative new program brings together the creative, the technical and the practical, and prepares graduates in the best possible way for a future career in creative technology industries. Not only will you have developed the creative and technical skills required to engage constructively with digital culture, as it shapes our lives and reinvents the future, the added layer of a business degree will provide you with the practical knowledge and acumen to successfully take your skills into a commercial environment.

Students develop a unique set of skills in design methods, electronic media, computation, and critical thinking. They combine these skills to produce imaginative concepts, functioning prototypes, digital audio-visual artefacts, and technically mediated interaction designs for everyday life. With the addition of the business majors, students will learn how to harness and apply these skills in a practical and commercial sense.

The program responds to shifts from the world's leading design and technology companies and arts institutions that are now seeking practitioners with high-level creative and digital technology skills. It also has a strong focus on future employability.

Creative and Interactive Media majors

- Digital Arts and Design
- Media Applications

Business majors

Consult course offerings within the Course List for campus availability of majors.

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

Students 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 Creative and Interactive Media/Bachelor of Business is offered full-time on-campus on the South Bank, Nathan and Gold Coast campuses.

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

This exciting double degree will prepare graduates for employment in creative technology industries, and for a range of opportunities in small to large commercial enterprises.

Specifically you will find opportunities in interactive media design, web and mobile application development and design, digital content management, creative direction, games design and development, and instructional design. Other roles will be found in the marketing and management of interactive media technology, as well as the foundation of start-ups and technology-related businesses.

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](#)