



Bachelor of Business (Domestic students)

Program code	Entry requirements	Prerequisites
1632	65.00	Any General or Applied English subject (Units 3&4, C)
Available at Gold Coast Campus, Nathan Campus, Online	ATAR/RANK 2022 (more)	Assumed knowledge Nil
Duration 3 years full-time 6 years part-time	Commencing in Trimester 1, Trimester 2 and Trimester 3	
Credit points 240		
Indicative fee \$14,000.00* per year (more) * 2022 indicative annual CSP fee		

About this program

THE NEW BACHELOR OF BUSINESS. A NEW WAY OF THINKING.

The world is evolving, with a clear shift away from outdated business practices. The new Bachelor of Business is an alternative to more traditional business degrees, combining new skills, new values and new opportunities relevant for the new economy. It's a whole new way of thinking for a whole new generation of business professionals.

The modern business practices of adaptivity, creativity, diversity and sustainable business are ingrained in the new degree, so that you graduate with the skills needed for the rewarding career opportunities that the new economy brings.

MAJORS

A major is a focus of study within your degree, in the field of your choice. The new Bachelor of Business offers you a wider choice, now with more than 20 majors. Wider choice also means more flexibility for you to combine two majors from a suite; for example, you can graduate with a *Bachelor of Business in Accounting and Management* or a *Bachelor of Business in International Business and Economics*.

All of the majors can be completed online, so you can base your study wherever it suits you best.

You don't have to select your major until your second year, so you use the same degree code on your application no matter what major you would like to complete.

Explore all majors here.

Majors

Choose one major (or double your career opportunities with two majors) from:

- Accounting (Extended)
- Asian Business (Extended)
- Asian Engagement
- Behavioural Science
- Business Analytics
- Economics
- Employment Relations
- Event Management
- Finance
- Financial Planning (Extended)
- Government and International Relations

- Human Resource Management
- Innovation and Entrepreneurship
- International Business (Extended)
- Logistics and Supply Chain Management
- Management
- Marketing
- Real Estate and Property Development
- Sport Management
- Sustainable Business
- Taxation
- Tourism Management

Add a **Language major** to your degree (so you can globalise your career options) from:

- Chinese
- French (Cross-Inst Study - UQ St Lucia)
- German (Cross-Inst Study - UQ St Lucia)
- Indonesian (Cross-Inst Study - UQ St Lucia)
- Italian
- Japanese
- Korean (Cross-Inst Study - UQ St Lucia)
- Modern-Greek (Cross-Inst Study - Flinders Uni)
- Spanish

INDUSTRY CONNECTIONS AND INTERNSHIPS

The degree has been re-designed in consultation with industry professionals and draws on our latest research to bring you a new, forward-looking degree with the latest and smartest business thinking. You'll also benefit from the first-hand experience of academics who come from, teach, research and are actively involved in industry.

You can develop your professional skills during internships, mentoring, workshops and as part of your degree. With Griffith Business School's 150 industry partners, there is an opportunity to develop a wide-reaching network. You'll also access an array of clubs, societies, and overseas experiences to grow your curiosity and friendship base.

A NEW WAY OF THINKING

You'll also be part in an innovative new approach to learning, designed to give you a 360 degree view of business strategy. This ensures that you'll graduate as a more compelling business strategist who understands how the elements of an organisation perform together. You'll also have the opportunity to expand your thinking into another industry, by choosing a subject from the arts, sciences, or health.

Code	Program title	Campus	Intake
1632	Bachelor of Business (this program)	Gold Coast, Nathan, Online	Trimester 1, Trimester 2 and Trimester 3
1633	Bachelor of Advanced Business (Honours)	Gold Coast, Nathan, Online	Trimester 1, Trimester 2 and Trimester 3

Note: Progression is dependent upon satisfying admission requirements.

My attendance during the program

Attendance information

This degree 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.

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

You can also gain practical experience by working in internships or on projects based in industry or in the community, and credit towards your degree. With over 150 industry partners, you'll get to experience a wide range of business types and learn from authentic situations. This practical, applied approach to learning equips you with skills needed to stand out when it comes to graduate employment positions.

For example, depending on your major, you could participate in the Griffith Tax Clinic, a student-run taxation advice service offered to the general public. Or Queensland's largest Student Investment Fund, a student managed fund that gives finance students access to \$250,000 of real money to invest in socially responsible ASX-listed companies.

As a business student, you can participate in BusinessPLUS; a program which provides you with access to a wide range of professional development opportunities such as career skills workshops, industry mentoring, work experience and community projects. You'll be provided with a structured plan of activities to complete over the course of your degree, supporting you to explore your career options, develop skills sought by employers, connect with mentors and graduate with an edge in today's competitive job market.

My career opportunities

My career opportunities

Graduate outcomes

You can take your career just about anywhere with a Bachelor of Business. With a proven mix of work-integrated programs and professional skills, you'll be prepared to work in not-for-profit, government and corporate organisations as well as start-ups and entrepreneurial enterprises with your **highly transferable** business skills.

Business careers traditionally have a high skill level and are seen as having stable to strong growth in future years often with weekly pay levels above average.

Whether you want to be involved in financial decision making, analysing consumer trends, running your own business or climbing the corporate ladder of a multinational organisation, you'll graduate with the skills and knowledge to make your mark with employers or forge your own path. Each major opens up a world of opportunities:

Accounting, Economics, Financial Planning and Finance

- **Key employment sectors:**
 - Banking and financial services
 - Government and treasury
 - Not-for-profit
 - Consultancies and enterprises
- **Potential job outcomes:**
 - Accountant
 - Economist
 - Provisional Financial Advisor*
 - Treasurer
 - Advisor
 - Client Services Officer
 - Para-planner
 - Stockbroker

** Additional work and training requirements are required to qualify as a financial adviser.*

Asian Business and Asian Engagement

- **Key employment sectors:**
 - Government
 - International business
 - International aid and non-governmental organisations
 - News and media organisations
- **Potential job outcomes:**
 - Business manager

- International relationship manager
- Policy adviser
- Security analyst
- Foreign exchange analyst

Behavioural science

- **Key employment sectors:**
 - Not-for-profit
 - Conservation and environment
 - Government
 - Tourism industry
- **Potential job outcomes:**
 - Social marketer
 - Policy writer
 - Environmental activist

Business analytics

- **Key employment areas:**
 - IT industry
 - Government
 - Consultancies
- **Potential job outcomes:**
 - Data scientist
 - Business analyst

Government and International Relations

- **Key employment sectors:**
 - Government
 - Business
 - Economics
 - Environmental and social policy
 - Diplomacy
 - Trade relations
- **Potential job outcomes:**
 - Government policy adviser
 - International relations adviser
 - Economic adviser
 - Diplomatic liaison officer
 - Trade relations adviser

Employment Relations

- **Key employment sectors:**
 - Employee relations
 - Workplace planning and policy
 - Management
 - industrial advocacy
 - Occupational health and safety
 - Workplace negotiation
- **Potential job outcomes:**
 - Employee relations manager
 - Workplace planning manager
 - Industrial advocate
 - Human resources manager

Innovation and Entrepreneurship

- **Key employment sectors:**
 - Business
 - Trades
 - Management
 - IT
 - Family business
- **Potential job outcomes:**
 - Owner/operator
 - Entrepreneur
 - Business investor
 - Business manager

Event Management

- **Key employment sectors:**
 - Sport
 - Tourism
 - Marketing and media
 - Government
- **Potential job outcomes:**
 - Sports promotor
 - Tourism operator
 - Event planner
 - Media liaison
 - Community events organiser

Human Resource Management

- **Key employment sectors:**
 - Human resources
 - Business management
 - Counselling
 - Workforce planning and policy
 - Recruitment and training
- **Potential job outcomes:**
 - Human resources manager
 - Business development manager
 - Vocational counsellor
 - Workplace planning adviser
 - Recruitment manager
 - Training facilitator

International Business

- **Key employment sectors:**
 - Management
 - Strategic planning
 - Research
 - Corporate government relations
 - Global operations
 - Public relations
- **Potential job outcomes:**
 - Public relations manager
 - Management consultant
 - Corporate researcher
 - Global operations director
 - Strategic planner

Logistics and Supply Chain Management

- **Key employment sectors:**
 - Business
 - Government
 - Not-for-profit
- **Potential job outcomes:**
 - Logistics and supply chain manager
 - Purchasing manager
 - Business manager
 - Strategy manager

Management

- **Key employment sectors:**
 - Business
 - Manufacturing
 - Human resources
 - Training and development
- **Potential job outcomes:**
 - Business manager
 - Human resources manager
 - Training and development officer
 - Strategy planner

Marketing

- **Key employment sectors:**
 - Entertainment and fashion
 - Tourism
 - Advertising
 - Public relations
 - Media
 - Business consulting
- **Potential job outcomes:**
 - Brand manager
 - Marketing manager
 - Advertising account manager
 - Market research analyst
 - Public relations manager
 - Digital marketing manager
 - Sales manager

Real Estate and Property Development

- **Key employment sectors:**
 - Property finance
 - Property development and investment
 - Commercial and residential real estate
- **Potential job outcomes:**
 - Real estate agent
 - Commercial real estate salesperson
 - Property developer
 - Property finance manager

Sport Management

- **Key employment sectors:**
 - Sporting clubs
 - Event management
 - Sport tourism
 - Sports marketing
 - Athlete representation
- **Potential job outcomes:**
 - Sports club manager
 - Community sport coordinator
 - Sports manager
 - Sports marketing manager
 - Sporting events manager

Sustainable Business

- **Key employment sectors:**
 - Private sector
 - Public sector
 - Environmental
 - Government
- **Potential job outcomes:**
 - Environmental officer
 - Sustainability adviser
 - Environmental consultant
 - Corporate social responsibility manager

Taxation

- **Key employment sectors:**
 - Banking and financial services
 - Government
 - Consultancies and enterprises
- **Potential job outcomes**
 - Tax agent
 - Financial advisor

Tourism Management

- **Key employment sectors:**
 - International tourism
 - Domestic tourism
 - Marketing
 - Infrastructure
 - Public relations
 - Government
- **Potential job outcomes:**
 - Tourist attraction operator
 - Travel agent
 - Tour guide
 - Infrastructure and planning director
 - Marketing manager
 - Public relations officer

**Source: Australian Government Job Outlook*

Program accreditation

Program accreditation

Depending on the major you complete, you can graduate with a degree accredited by:
Accounting major: [Chartered Accountants Australia and New Zealand \(CA ANZ\)](#) and [CPA Australia](#).

Professional recognition

Professional recognition

Professional Associations

Depending on your Business major, you may be eligible to join, or receive recognition of prior learning, for the following professional bodies:

- Australian Marketing Institute
- Australian Human Resources Institute
- Australian Market and Social Research Society
- Australian Society of Sport Administrators
- Association of Chartered Certified Accountants (ACCA)
- Financial Planning Association of Australia (FPA)
- Institute of Public Accountants (IPA)
- The Tax Institute
- Economic Society of Australia (Queensland)
- Chartered Financial Analyst Institute (CFA)
- The Chartered Institute of Procurement and Supply
- Pacific Asia Travel Association
- Sports Management Association of Australia and New Zealand
- Institute of Public Administration Australia (IPAA)

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](#)

Additional fee information

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

Expenses associated with field trips and placements.