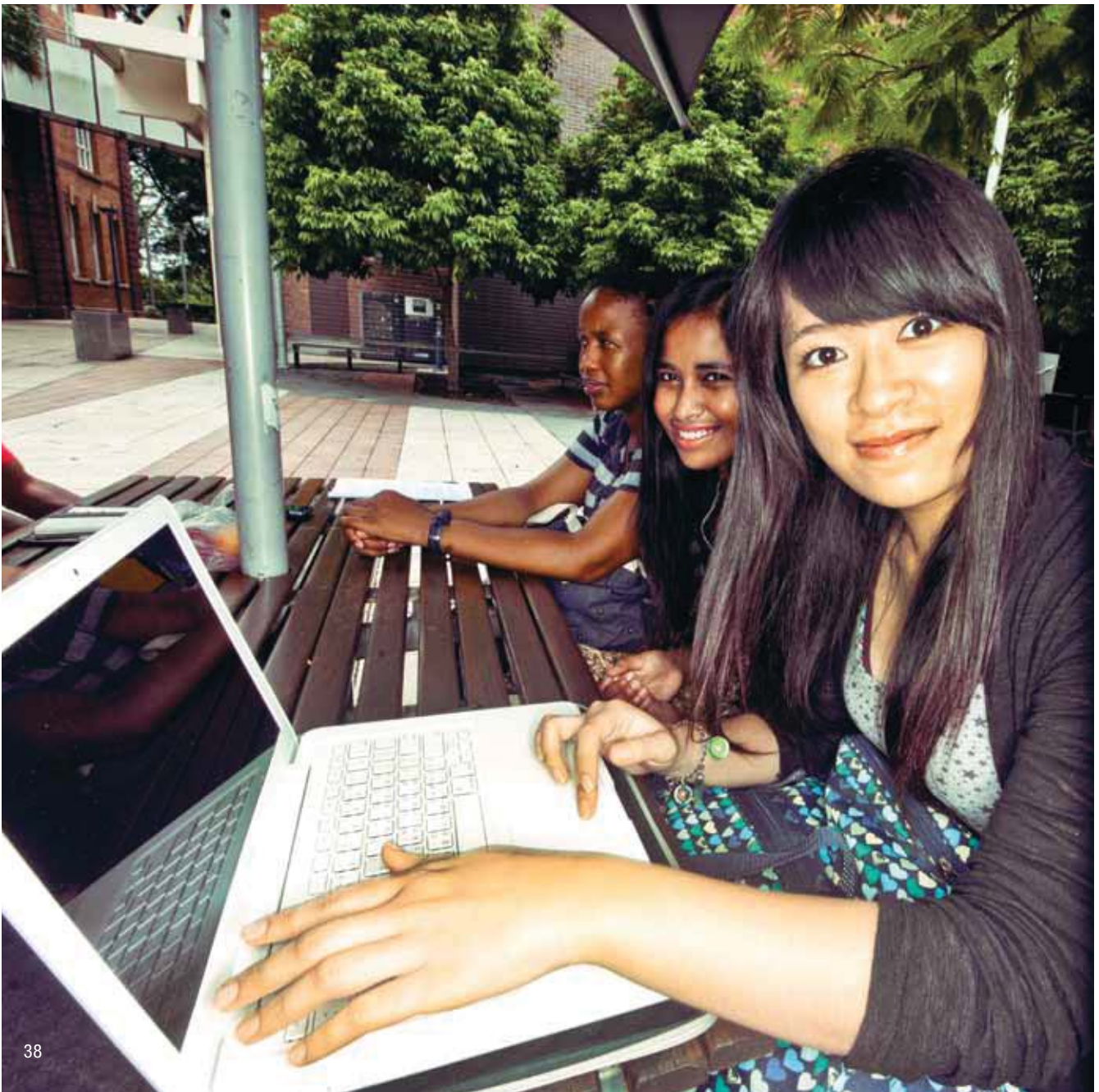


Business

Hung-Yu Lin Taiwan
Student Exchange

QUT is in the perfect location to study and enjoy the Brisbane lifestyle. I chose QUT because it has a strong partnership with my home university in Taiwan and I have since recommended it to many of my friends. I have travelled to many different cities in Australia while I've been here, but I love everything about Brisbane and consider QUT my study home.



Why choose Business at QUT?

QUT's Business programs provide you with a first class education. Our flexible course choices and business connections enable you to develop your abilities to best suit your career goals and ensure you have the skills and knowledge to be work ready from day one.

QUT Business School is Australia's first business school to attain triple accreditation by international accrediting agencies: the European Foundation for Management Development (EFMD EQUIS) and the Association to Advance Collegiate Schools of Business (AACSB) for all our business courses and the Association of MBAs (AMBA) for our MBA programs. Less than one percent of all business schools worldwide have achieved triple accreditation and we're proud to be part of this elite group.

Our School has been measured against the best universities in the world – in the quality of our staff, programs, student learning and international engagement. This means your degree will be recognised internationally as having been awarded by a quality-assured business school.

Australia's first business school with triple international accreditation



Global links

The QUT Business School has long-standing links with many leading companies including:

- PricewaterhouseCoopers
- Coca-Cola
- Boeing
- SAP
- BDO
- Brisbane Airport Corporation
- Deloitte
- Royal Dutch Shell.

Our relationships guide our courses, providing real-world projects, industry-focused learning, and case analysis as part of your study experience. These relationships also provide opportunities to develop professional connections.

International outlook

An international outlook is integral to your QUT Business course:

- We include internationally relevant course content in your studies
- You'll learn from lecturers with significant international experience
- You have the opportunity to study overseas with partner institutions in the Americas, Asia and Europe
- You'll receive encouragement and support to participate in global competitions, giving you the opportunity to compete against students from other leading business schools.

Together, these learning opportunities and experiences ensure you will gain an international perspective throughout your studies.

Employability

Our programs ensure you acquire appropriate knowledge and the ability to apply it, thereby maximising your employment opportunities. Employers recognise QUT business graduates for their real-world knowledge, on-the-job flexibility and a broad range of commercial disciplines.

Career development

Our award-winning Business Advantage Program delivers optional personal development modules, such as public speaking, leadership, business etiquette, community engagement and entrepreneurship, to help you gain a competitive edge in the workplace.

Take advantage of the QUT Business School's student associations to help build your social and professional networks, provide access to industry events, and add to your life experience at university.

Enhancing your student experience

The helpful staff at our dedicated Student Services Centre and International Office are available to assist you with your admission, enrolment and administrative enquiries.

Our specifically designed 4S Study Skills program assists you while you study the School core units, with a unique program of academic skills building. Workshops specific to the assessment requirements in each of the core units are available. One-to-one interviews with tutors are also available to provide individual advice on your assignment submissions in these units.

Plus, our student learning advisors are available to assist you with your course, assignment or exam preparation queries. You will be able to further increase your skills in business expression throughout the course of your studies: Language and learning advisors are available for individual consultations and school-based workshops each semester.

Expand and accelerate your study options

The QUT Business degree lets you design a course that suits your interests and career goals. Broaden your horizons and study across multiple areas within business or across other areas of interest.

Make the most of your time at university. Finish your course in two years, combine your business degree with another QUT degree, or deepen your knowledge through an honours or masters degree.

Recognition of prior studies

If you have studied at tertiary level, you may be granted recognition of prior studies (also known as advanced standing); this may also shorten the length of your studies. Check your eligibility at www.qut.edu.au/credit

Pathways to entry at QUT

The QUT International College has developed a range of academic and language-focused programs to help you gain entry to the course of your choice. Take part in these and commence your degree confidently. For more information visit www.qut.edu.au/qutic

www.qut.edu.au/business

Course information

Bachelor of Business (BS05)

CRICOS code: 003491G

Indicative fee: \$11,200 per semester

Campus: Gardens Point

Semester of entry: February, July and November

Duration: 6 semesters full-time

QUT's Bachelor of Business combines theory and practice, equipping you to enter the workplace with confidence.

Within your studies, you'll learn how to:

- think creatively and critically
- communicate professionally
- make ethical business decisions, and
- work in a global context.

A QUT Business degree is recognised as one of the best by employers in Australia and around the world. Our emphasis is on relevant learning to ensure you're ready for the real world.

Program structure:

Your 24-unit (three-year) business degree will be made up of three integrated parts:

1. A set of eight core units which give a broad introduction to the functional activities and skills relevant to you as business graduates, no matter which discipline area or career you will choose to follow.
2. A major, consisting of eight units, provides you with in-depth knowledge and hands-on experience, equipping you as a professional in your discipline of choice.
3. A set of eight **complementary study options** completes the Bachelor of Business, giving you the flexibility to design your degree to suit your own interests and aspirations.

Choose from the following units in order to complete your 24-unit business degree. Don't forget that you can look beyond the Business School for your optional units and expand your studies through extra study:

CORE UNITS: • Accountancy • Business Law and Ethics • Economics • Data Analysis
• Marketing • Global Business • Management • Working in Business

MAJOR STUDY AREA: Your major provides you with in-depth knowledge and hands-on experience to equip you as a professional in the discipline of your choice. Each major consists of 8 units of study including a capstone unit designed to integrate previous studies and provide a professionally relevant learning experience.

ACCOUNTANCY

- Financial Accounting
- Computerised Accounting Systems
- Management Accounting
- Company Accounting
- Taxation Law
- Audit and Assurance
- Financial Accounting Issues
- Accountancy Capstone

FINANCE

- Finance 1 • Finance 2
- Economics 2 • Quantitative Methods for Economics and Finance
- Financial Markets
- International Finance
- Investments
- Finance Capstone

MANAGEMENT

- Leading Organisations
- Managing Operations
- Entrepreneurship and Innovation
- Intercultural Communication and Negotiation Skills
- Sustainability in a Changing Environment
- Managing Business Growth
- Project Management

ADVERTISING

- Consumer Behaviour
- Marketing and Audience Research
- Advertising Theory and Practice
- Advertising Copywriting
- Media Planning
- Advertising Management
- Advertising Planning Portfolio
- Advertising Campaigns

HUMAN RESOURCE MANAGEMENT

- Leading Organisations
- Contemporary Employment Relations
- Human Resource Issues and Strategy
- Business Research Methods
- Performance and Reward
- Recruitment and Selection
- Learning and Development in Organisations
- Personal and Professional Development

MARKETING

- Consumer Behaviour
- Marketing and Audience Research
- Marketing Planning and Management
- Integrated Marketing Communication
- E-marketing Strategies
- International Marketing
- Services Marketing
- Strategic Marketing

ECONOMICS

- Quantitative Methods for Economics and Finance
- Economics 2
- Intermediate Macroeconomics
- Intermediate Microeconomics
- Contemporary Application of Economic Theory
- OPTIONS (SELECT 3)**
- Applied Behavioural Economics
- Introductory Econometrics
- Environmental Economics and Policy
- International Economics
- Game Theory and Applications

INTERNATIONAL BUSINESS

- Importing and Exporting
- Finance for International Business
- Intercultural Communication and Negotiation Skills
- International Accounting
- International Marketing
- International Logistics
- International Business in the Asia Pacific
- International Business Strategy

PUBLIC RELATIONS

- Introduction to Public Relations
- Public Relations Techniques
- Public Relations Planning
- Marketing and Audience Research
- Corporate Communication
- Global Public Relations Cases
- Public Relations Management
- Public Relations Campaigns

COMPLEMENTARY STUDIES: Build the degree that is relevant to you. You can choose to study one or more other business disciplines by choosing second business majors or minors, or you can choose to extend your specialist knowledge in your chosen major by doing an extension. Finally, you can choose to do up to 8 units from non-business studies to give you a truly broad educational experience. View full list on page 46.

Second Major (6 units)
Plus
Optional Studies (2 units)

Minor (4 units)
Plus
Second Minor or
Optional Studies (4 units)

Extension (4 units)
Plus
Minor or
Optional Studies (4 units)

Optional Studies (8 units)
Selected from any
Faculty of QUT

Major – Accountancy

This course will prepare you for professional accreditation in one of the most respected business professions. Professional accountants are in increasing demand nationally and internationally by organisations throughout the commercial, public and not-for-profit sectors. In fact, an accounting qualification can be an ideal platform for success in any business career.

Course overview

Throughout this course you will develop key accounting concepts, problem-solving skills, and critical and analytical thinking, and be provided the opportunity to learn through further studies more about contemporary issues facing modern businesses such as superannuation, wealth management and forensics.

Our Johnston Rorke Boardroom Seminar Series will also give you rare insights and provide a feel for corporate life, talking to experienced professional practitioners about real client cases in a chartered accountancy environment.

You will also have the opportunity to take on a work placement with accounting firms and other organisations.

You will integrate all of your accounting knowledge through the final year capstone projects. As part of this, you will take the position of a professional consultant and be asked to solve unstructured problems based on those that you will encounter in your professional accounting career.

Career outcomes

Accountants can work in commerce and industry, in public or chartered accounting firms, in government organisations or as individual practitioners.

Graduates have gone on to work in positions such as:

- Certified Practising Accountant
- financial planner and wealth management consultant
- account executive business analyst
- property development executive
- corporate secretary.

Professional recognition

Our courses meet the academic component of the requirements for associate membership and enrolment in the professional programs of CPA Australia, Institute of Chartered Accountants in Australia (ICAA) and the National Institute of Accountants (NIA).

This course is also accredited by the Association of Chartered Certified Accountants (ACCA).

If you choose to complete the superannuation and wealth management minor in conjunction with accountancy major, you will also meet the Australian Securities and Investments Commission RG146 competency and skill requirements for Tier 1 financial advisers.

Major – Advertising

QUT offered the first comprehensive advertising degree in Australia and it is still a leader in its approach to innovative advertising education. This real-world program covers all areas of advertising operation, including account management, planning, media, creative and digital. It connects strongly with the advertising industry on a local level and with the advertising discipline internationally.

Course overview

You will learn about the theory and practice of advertising, develop the technical understanding to undertake market and audience research, and delve into the psychological habits of the consumer.

You will also develop tactical skills in the key professional areas of advertising copywriting and media planning. On a more strategic level, you will learn about creating advertising campaigns and managing client–agency relationships.

In the capstone unit, Advertising Campaigns, you will work as part of a unit to create a real-world advertising campaign. You will research a client's advertising problem, identify strategies to solve it and deliver the creative solutions.

Career outcomes

Having offered the first advertising degree in Australia, QUT has a long-standing reputation for producing highly employable graduates. Our alumni work around the world in a range of rewarding careers in advertising, including:

- advertising account executive
- copywriter
- media buyer
- advertising strategist.

Professional recognition

You will meet the requirements for membership of the Account Planning Group Australia (APG Australia) and the Australasian Writers and Art Directors Association (AWARD).

Major – Economics

Economics is more than just a business discipline—it's a way of looking at the world. It's about important issues such as unemployment, inflation, interest rates, competition, business strategy, the sustainable use of resources, and the impact of decisions made by governments.

Course overview

With the help of world-class economists, you will develop essential knowledge about economic behaviour, the workings of economic systems, and the skills used in analysing economic issues in a wide range of contexts.

This course will take you on a journey through both microeconomics (individual firm or industry) and macroeconomics (entire nations). You will apply theory to topics of current interest, such as the federal budget, changing age demographics and climate change. You will learn how to collate data for your analysis, make decisions on relevant economic theories and models, and refine this into possible solutions for the real world.

QUT's strength in behavioural economics research means you will learn to use social, cognitive and emotional factors to gain an understanding of the economic decisions of individuals and institutions, and their effects on markets and public choice.

Career outcomes

You will be employable in a variety of settings, from a range of government, treasury, policy and economic development roles, to manufacturing, transport, communications, banking, insurance and investment.

Graduate positions include:

- private and public sector economist
- business analyst
- business consultant
- public sector manager.

Professional recognition

You will meet the academic requirements for professional membership of the Economics Society of Australia.

Major – Finance

Finance is a dynamic field, focusing on the borrowing, lending and investing of money by individuals, financial institutions, business and government organisations. Professional financiers administer the finance function of organisations, analysing and interpreting information to assess the needs and provide advice.

Course overview

The Finance major prepares students to plan, manage and analyse the financial, monetary and performance aspects of businesses, including specialist financial businesses such as banks.

Develop the skills to analyse business portfolios and provide recommendations for best financial returns. Listen to real-world practitioners as they explain how the values of investments change over time.

You will learn core concepts and skills in finance, including financial instruments, capital planning, funds acquisition, asset and debt management, financial analysis, and investments management.

The Finance Capstone unit integrates learning across the major by giving you the opportunity to apply your skills to a variety of simulations of real-world situations in the finance industry. You will practice your skills in our Securities Dealing Room.

Career outcomes

Financial management skills are in demand by businesses of all kinds. The skills you develop in this course will prepare you for a variety of career paths including investment strategy, financial portfolio management, stock analysis or even corporate borrowing and managing foreign exchange risk.

Graduate positions include:

- banking and finance professional
- corporate secretary
- investment manager
- stock broker.

Professional recognition

By choosing the appropriate units in this course, you will meet the Australian financial professional training standard RG146 Tier 1 compliance, as administered by the Australian Securities and Investments Commission (ASIC).

Graduates of the finance major meet the academic requirements for Associate Membership of the Financial Services Institute of Australasia (FINSIA).

Major – Human Resource Management

New technologies, changing economic conditions, increasing workforce diversity, and an emphasis on work-life balance are contributing to a profound evolution in the nature of work and the challenges of managing contemporary organisations.

If you're interested in helping others reach their full potential and believe that work life should be satisfying and fulfilling, you're on track for a career in human resource management.

Course overview

You will learn from real-world lecturers about the skills required when managing people in organisations including recruitment, performance and reward systems, employment relations, and staff development.

You will also be equipped with an understanding of the legal context for employment relationships and understand both individual and organisational behaviours and responsibilities.

You will explore and critique real world cases and projects, apply your knowledge to develop strategic policies for organisations, and analyse, diagnose and provide recommendations for implementing organisational change.

In your capstone unit, Personal and Professional Development, you will acquire knowledge in the areas of self-management and the management of others to contribute to organisational performance. You will also develop personal, interpersonal and group skills as a way to apply the knowledge base you've gained throughout your studies in professional settings.

Career outcomes

Your degree will position you for a career which may include contributing to staff attraction, retention, learning and development, organisational change and consultancy. You will be ready for a career leading the people dimensions of organisations, both strategically and operationally.

Graduates hold positions as:

- employee relations advisor
- human resource manager/officer
- training and development advisor
- recruitment consultant
- workforce planning manager.

Professional recognition

This program is nationally accredited through the Australian Human Resources Institute (AHRI), and internationally accredited with the Society of Human Resource Management (SHRM). You will also be eligible to join the Australian Institute of Management and the Australian Institute of Training and Development.

Major – International Business

International business skills are in high demand. International firms require people with insight into the complexities of global regulations, management of cultural differences, knowledge of different buying preferences, global transport options and ethical behaviours. This course will equip you to build this expertise.

Course overview

QUT's International Business major is distinguished by an emphasis on industry skills covering trade procedures, logistics, negotiation techniques, languages, regional understanding and offshore business strategies. These skills provide a toolkit. You can take advantage of opportunities to complete study overseas and use your learned skills in industry placements locally.

You will gain required skills and knowledge from a range of business disciplines including marketing, management, finance, accounting and logistics. You will learn about the international aspects of importing and exporting, communication and negotiation, accounting, logistics and marketing, and develop the strategic know-how required to manage in a global commercial environment.

You will explore real business cases where the planning, decision making and strategic management required for these highly competitive global operations is examined. If you are interested in how business operates in many markets around the world, and would like to open yourself up to career options in global industry, consider study in international business.

Career outcomes

Graduates find work as international business professionals in Australia or overseas or combine the major with study in another professional area to promote their global professional mobility.

Our graduates have found success in roles such as:

- international business specialist
- international logistics specialist
- international banking and finance executive.

Professional recognition

You may be eligible for membership of the Australian Institute of Export (AIE), the Logistics Association of Australia and the Chartered Institute of Purchasing depending on the units chosen.

Major – Management

Management is a crucial activity in organisations of all kinds and is fundamental to success in business. Management skills can be applied in all occupations and industries, providing the widest possible employment prospects.

Managers solve problems, make decisions and work with others to achieve targets, efficiency and profitability.

Course overview

The Management major provides analytical, strategic and operational skills and detailed knowledge of the contemporary business environment. You will develop skills in creative thinking, decision making, leadership, communication and negotiation, and gain a thorough understanding of operations and change – how to adapt yourself and your team to manage projects and organisations.

During your course you will hear from real-world managers and develop your understanding of intercultural communication and negotiation, and managing in a dynamic business environment.

In a series of units specific to this major, you will develop a skill-set to help you succeed as a business manager. You will focus on entrepreneurship and entrepreneurial thinking to enhance your business planning capabilities. You will consider business start-ups and how to make them succeed. From there, you will expand your knowledge into managing business growth and you will investigate how companies seek advantages over their competitors.

In your capstone unit, you will develop a project management plan, demonstrating your knowledge to reach the project goals and those of the organisation while meeting the challenges of time, costs, risk and resources.

Career outcomes

Graduates find work in a variety of organisations from small business start-ups to large companies and the public sector.

Some positions include:

- international management consultant
- project officer
- business development manager
- small business owner/manager.

Professional recognition

You will meet the requirements for membership of the Australian Institute of Management (AIM).

Major – Marketing

Marketing has a pivotal role in business strategy. Successful brands such as Google, QANTAS and Microsoft rely heavily on marketing strategies and campaigns to ensure they stay in front of competitors and in the minds of customers – making this an indispensable role.

Marketing is a broad discipline that includes creating new products, their packaging and contents, deciding where and how to sell them, and communicating with potential customers about their benefits.

Course overview

You'll gain a thorough understanding of the "4 P's" of marketing – product, price, placement and promotion. You will delve into the revolutionary world of e-marketing and integrated marketing communications. Learn about market research and consumer behaviour from leading industry professionals.

You will apply your knowledge of marketing principles to industry-focused, real-world scenarios, allowing you to learn strategic marketing concepts such as brand portfolio, segmentation and positioning strategies, as well as operational marketing.

You will have the opportunity to test your skills and knowledge in a simulated environment and take a marketing plan from concept to implementation. With a team, you will create a real product, devise a detailed marketing plan and sell your product to other students at market days.

Career outcomes

QUT has been a market leader in marketing education for more than 20 years, and our graduates are marketing professionals in a range of industries both locally and internationally, holding positions such as:

- business development manager
- marketing communications officer
- market researcher
- product manager.

Professional recognition

You may meet the requirements for membership of the Australian Marketing Institute (AMI), the Market Research Society of Australia (MRSA), the Australian Institute of Management (AIM), the American Marketing Association (AMA) and the Australian Institute of Export (AIE).

Major – Public Relations

No two days are the same in the exciting and challenging world of public relations. A public relations career can take you from publicising a new movie to launching a social media campaign to improve relationships with customers to developing a government safety campaign. Public relations is critical to success in business as it helps organisations build and protect their reputation and relationships with the community, customers, and other stakeholders.

Course Overview

Your public relations course brings the real world into the classroom from day one. You'll learn how to build organisational relationships, write for and liaise with the media, and make public relations decisions across the corporate, government, agency and not-for-profit sectors.

What's distinctive about public relations at QUT is that the course builds two career paths, allowing you to experience the roles of public relations consultant and in-house practitioner.

As a consultant, your final year at QUT involves a real-world project where you pitch an idea to a real-world client and prepare a campaign to address their needs.

You'll graduate with a portfolio of work to demonstrate your skills and potential to employers. Work placement opportunities in consultancies, government, corporate settings and community groups are available. You'll also have access to events run by professional bodies such as the Public Relations Institute of Australia, and opportunities to create your own career networks. A public relations degree at QUT takes you all over the world. Our graduates hold positions in Brisbane, Sydney, New York, London, Norway, among other local and international destinations.

Career outcomes

QUT's public relations course is well recognised for educating industry professionals. This means you will enter an industry which has an established network of QUT graduates currently working in positions around the world, including:

- public relations consultant
- communications advisor
- corporate relations executive
- media and communications officer
- publicist.

Professional recognition

This course is accredited by the industry's peak professional body, the Public Relations Institute of Australia (PRIA), which provides access to professional education and career opportunities.

QUT maintains strong links with this body and a number of our teaching staff hold executive positions.

More information

To learn more about each of these major study areas, including recommended complementary study options, visit www.qut.edu.au/business/courses



The information contained in this publication is correct at the time of printing (March 2011) but is subject to change. For detailed information on QUT courses, please visit www.qut.edu.au/courses. Courses are under review and subject to University approval. .

Studying languages as part of your QUT degree

Languages are available to QUT students through the Brisbane Universities Languages Hub, an alliance between QUT, the University of Queensland and Griffith University. Through the alliance, you will have the opportunity to select from a large range of languages offered by all three universities.

Depending on your course you may complement your degree through language study with a second major (six units) or minor (four units) or option units (electives), choosing subjects from the second major and minor unit set lists (refer to course fact sheets) subject to meeting pre-requisites.

Languages offered

- QUT: Mandarin
- Griffith: Japanese, Italian, Spanish
- UQ: French, German, Indonesian, Japanese, Korean, Russian, Spanish, Portuguese

www.qut.edu.au/business/courses/languages

Career outcomes

Learning another language will prepare you for work in internationally and strengthen your ability to work in an intercultural context.

Entry into the program

You can enter the language program at any level from beginners to advanced. For more information visit bus.qut.edu.au/study/languages

If you wish to study a language as a major or second major, you should begin in your first year.

International certification

You can gain recognition for your level of language achievement by sitting for internationally recognised proficiency tests. For more information visit

www.qut.edu.au/business/courses

Language exchange

If you'd like to learn a new language from a native speaker while teaching someone else your national language, the QUT Language Exchange Program is a wonderful opportunity for you.

If you're interested in learning, practising or mastering another language, want to learn about another culture and become a teacher of your own language visit www.student.qut.edu.au/international for more information.



Where languages can take you

Course/subject	Potential organisations
International business	World Trade Organisation International shipping
Economics/finance/accounting	Large overseas banks International accounting firms International Monetary Fund
Advertising and marketing	International agencies Global mining/resources companies
Management	UN agencies International firms
Law	International law firms
Journalism	Overseas reporting Researching for foreign correspondents

Additional costs may be incurred by students in particular courses, for example engineering students may need safety equipment for site visits and creative artists may need materials. Please refer to www.qut.edu.au/fees to check for any additional course costs.

The information contained in this publication is correct at the time of printing (March 2011) but is subject to change. For detailed information on QUT courses, please visit www.qut.edu.au/courses

Credit and advanced standing:

QUT may offer you credit based on your previous studies. Please check individual course listings on www.qut.edu.au/courses for more details on credit or advanced standing. QUT has advanced standing with a number of overseas tertiary institutions where credit has been approved. For details on these arrangements, visit www.qut.edu.au/credit

Study options

Choose from the following units in order to complete your 24-unit business degree. Don't forget that you can look beyond the QUT Business School for your optional units.

Expanding your study options

Expand your options by combining business with another degree or by pursuing postgraduate study. Give yourself a competitive edge with these course options:

- Double Degree (four to five-year options) – Combine your business degree with study in another interest area and give yourself a competitive edge in the real world.
- Degree plus Honours Degree (four-year option)* – Expand your knowledge of research methods and techniques while developing specialist knowledge of your subject through an Honours degree.
- Degree plus Masters Degree (four to five-year option)** – Enhance your skills and know-how and expand your career development opportunities through in-depth coursework or research studies opportunities in a Masters degree.

* Available to selected high-achieving students only. Students pursuing professional recognition with CPA Australia, Institute of Chartered Accountants of Australia (ICAA) or National Institute of Accountants (NIA) should seek advice on required units of study from the course coordinator. International students should seek advice regarding Visa implications.

** Not available for MBA.

Primary Majors (8 units)	Extensions to Primary Majors (4 units)	Second Majors (6 units)	Minors (4 units)
<ul style="list-style-type: none"> • Accountancy • Advertising • Economics • Finance • Human Resource Management • International Business • Management • Marketing • Public Relations 	<ul style="list-style-type: none"> • Financial Services (for Finance majors) • Funds Management (for Finance majors) • Human Resource Management (for HRM majors) • Management (for Management majors) • Marketing (for Marketing majors) • Professional Accounting (for Accountancy majors) • Regulation and Tax (for Accountancy majors) 	<ul style="list-style-type: none"> • Accountancy • Advertising • Business Regulations • Finance • Forensics • Human Resource Management • Integrated Marketing Communication • International Business • International Logistics • Language • Management • Marketing • Public Relations 	<ul style="list-style-type: none"> • Accountancy • Advertising • Applied Economics • Business Regulations • Economics • Entrepreneurship • Finance • Forensics • Human Resource Management • Integrated Marketing Communication • International Business • International Logistics • Language • Management • Marketing • Public Relations • Quantitative Economics • Sales • Superannuation and Wealth Management • Tourism and Entertainment Marketing



Samantha Scott Australia

Bachelor of Business (Economics)

Having students from so many different cultural backgrounds makes tutorial tasks and discussions a lot more interesting. It's also great for extra-curricular activities, like the language exchange program – which wouldn't be possible without all the foreign language speakers willing to trade their native-language tips for our English ones. Getting involved in the clubs and social activities on campus is a great way to meet other students.

Double Degrees

Study two degrees to give yourself a competitive edge with your widespread knowledge and skill base.

The opportunities are endless – combine your business degree with a degree in science, mathematics, health, psychology, information technology, law, engineering or creative industries.

The advantage of a double degree

Business skills are crucial for commercial success around the world. Business skills combine with other study areas to provide a broader knowledge and skill base, the ability to take on challenges from a different perspective and the know-how to turn your concept into a commercially viable venture.

With your double degree you will be highly attractive to employers globally, making this one of the best investments you can make.

Course length

Most double degrees are completed in four to five years. For more information visit www.qut.edu.au/courses

QUT's Bachelor of Business course is available in the following double degree options:

CRICOS code	Course code	Course title	Campus	Duration (full-time)	Semester of entry	Indicative fees per semester
059596B	IX34	Bachelor of Business/Bachelor of Creative Industries	Kelvin Grove + Gardens Point	4 years	February	\$10,900
064813M	IX35	Bachelor of Business/Bachelor of Fine Arts (Creative and Professional Writing, Drama, Fashion, Interactive and Visual Design, Visual Arts)	Kelvin Grove + Gardens Point	4 years	February	\$10,900
059598M	IX36	Bachelor of Business/Bachelor of Journalism	Kelvin Grove + Gardens Point	4 years	February	\$10,900
064809G	IX67	Bachelor of Business/Bachelor of Media and Communication	Gardens Point	4 years	February	\$10,900
037542J	IF27	Bachelor of Mass Communication* *a single degree delivered in conjunction with the Creative Industries Faculty, refer to page 54	Gardens Point	4 years	February	\$11,000
059595C	IX58	Bachelor of Business/Bachelor of Information Technology	Gardens Point	4 years	February	\$11,400
063022F	IX62	Bachelor of Business/Bachelor of Corporate Systems Management	Gardens Point	4 years	February	\$11,400
063024D	IX63	Bachelor of Business/Bachelor of Games & Interactive Entertainment	Gardens Point	4 years	February	\$11,400
042263G	IX31	Bachelor of Applied Science/Bachelor of Business	Gardens Point	4 years	February	\$11,900
059601K	IX37	Bachelor of Business/Bachelor of Mathematics	Gardens Point	4 years	February	\$11,400
070078J	IX17	Bachelor of Exercise and Movement Science/ Bachelor of Business	Kelvin Grove + Gardens Point	4 years	February	\$11,500
060816G	IX51	Bachelor of Behavioural Science (Psychology)/ Bachelor of Business	Kelvin Grove + Gardens Point	4 years	February	\$11,200
061649J	IX28	Bachelor of Business/Bachelor of Engineering (Civil, Electrical or Mechanical)	Gardens Point	5 years	February	\$11,600
066414K	IX71	Bachelor of Business/Bachelor of Laws	Gardens Point	5.5 years	February + July*	\$10,900

Some double degrees require an enrolment of more than the standard credit point load in some semesters.

* Subject to availability

Want to find out more about the courses you can combine with a QUT Faculty of Business degree?

Bachelor of Laws – page 74

Bachelor of Engineering (Electrical) – page 29,

(Mechanical) – page 30, (Civil) – page 32

Bachelor of Applied Science – page 78

Bachelor of Information Technology – page 83

Bachelor of Corporate Systems

Management – page 82

Bachelor of Games and Interactive

Entertainment – page 83

Bachelor of Creative Industries – page 50

Bachelor of Fine Arts – page 51–54

Bachelor of Journalism – page 54

Bachelor of Media and

Communication – page 54

Bachelor of Mathematics – page 84

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