Bachelor of Business

JCU Degree Code: 20510
Standard Duration: 3 years
Fast Track Option: 2 years
Total No. of Subjects: 24

OVERVIEW

The Bachelor of Business equips graduates with a broad base of skills that will prepare them for a range of careers in the modern business world. The course aims to develop knowledge of current business practice and critical business analysis and management skills. Graduates can enter careers in accounting, marketing, banking, economics, electronic business, finance, human resource management, financial planning, hospitality management, tourism …in fact in all sorts of businesses in all sectors of industry.

Students will be equipped to meet the exciting opportunities that a wide range of industries can offer, not only in Australia but internationally.

PROFESSIONAL RECOGNITION

Depending on their area of specialisation and subjects successfully completed, graduates may apply for membership of the following organisations:

- Australian Institute of Management;
- Australian Human Resources Institute;
- Australian Marketing Institute;
- Australian Amusement, Leisure and Recreation Association, Inc;
- Australian Institute of Travel & Tourism;
- Society of Certified Practising Accountants Australia;
- Market Research Society;
- Institute of Public Administration Australia;
- Economic Society of Australia QLD;
- Catering Institute of Australia;
- Hotel and Catering International Management Association;
- Inbound Tourism Organisation of Australia;
- Meeting Industry Association of Australia;
- Institute of Chartered Accountants Australia.

CAREER OPPORTUNITIES

Business graduates enjoy a wide range of employment opportunities in the public & private sectors including:

- Management in small, medium and larger enterprises
- Administration, policy and finance across a range of government portfolios
- Marketing
- Business consulting
- Business planning
- Banking and finance
- Financial Management

 COURSE STRUCTURE

The course structure is flexible. Majors available are:

- Accounting
- Hospitality Management
- Human Resource Management
- International Business
- Management & Entrepreneurship
- Marketing
- Tourism Management
- No major (Free Choice)
- Double major – students have the option to do a double major comprising any two of the majors

CORE SUBJECTS

BU1002 Accounting for Decision Making
BU1003 Economics for Business
BU1004 Management, People & Organisations
BU1005 Personal & Professional Skills in Business
BU1006 Managing the Customer Experience
BU1007 Business Data Analysis

ENGLISH LANGUAGE ENTRY REQUIREMENTS

You must provide evidence of English proficiency if English is not your first language.

- IELTS: A minimum overall score of 6.0, with a minimum score of at least 5.5 in each component
- TOEFL: A minimum score of 550, with a Test of Written English score of at least 4.0; or a computer-based score of 213 with an essay rating of at least 4.0; or an internet-based score of 79 with minimum writing score of 19.
- Alternative pathways that provide acceptable evidence of equivalent levels of English

Results must be less than two years old at the time of application.

ACADEMIC ENTRY QUALIFICATIONS

Please consult the International Student Prospectus.

ADVANCED STANDING CREDIT

JCU recognises advanced standing credit for equivalent studies at an equivalent level from Australian or overseas colleges and institutions. The credit is determined after receipt of application.

CONTACT DETAILS

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This publication is intended as a general guide. Information is correct at the time of publication. Prospective students should contact the University to confirm admission requirements and the availability of courses. James Cook University reserves the right to alter any course or admission requirement without prior notice.

CRICOS Provider Code 00117J

20/1/2009
ACCOUNTING MAJOR
Required subjects:
BX2011 Accounting Principles & Systems
BX2012 Strategic Resource Management
BX3011 Company Accounting
BX3012 Contemporary Issues in Accounting
BX3013 Performance Management & Control
BX3014 Auditing
BU1009 Business Information Systems
BU1112 Business Law & Ethics
BU2004 Financial Management
BU2006 Business Modelling
BU2112 Law of Business Organisations
BU3112 Taxation
Plus six (6) electives

MANAGEMENT & ENTREPRENEURSHIP
Required subjects:
BX2061 Business Negotiation
BX2072 Managing Organisational Flexibility
BX3052 Cross Cultural Management
BX3042 Service Quality Management
BX3072 Managing Small & Medium Enterprises
BX3073 Entrepreneurship in Emerging Economies
Recommended subjects:
BU2004 Financial Management
BU2005 Entrepreneurship
Plus 10 electives

MARKETING MAJOR
Required Subjects:
BX2081 Consumer Behaviour
BX2082 Marketing Communications
BX3081 Interactive Marketing
BX3082 International Marketing
BX3083 Strategic Marketing
CU3020 Public Relations Campaigns
Recommended subjects:
BU1008 Marketing Fundamentals
BU2112 Business Law & Ethics
BU2010 Business Research Methods
BU2005 Entrepreneurship
Plus eight (8) electives

TOURISM MANAGEMENT MAJOR
Required Subjects:
BX2091 Tourism Management
BX2092 Tourist & Leisure Behaviour Management
BX3091 Tourism & the Environment
BX3092 Destination Management
BX3093 Conference & Events Management
BX3094 Tourism Policy & Planning
Recommended subjects:
BU1008 Marketing Fundamentals
BU1011 Business, Leisure & Society
BU2008 Marketing Fundamentals
Plus nine (9) electives

Students who pursue the double majors option will need to take the core subjects from both majors.