Bachelor of Business

**Standard Duration:** 8 trimesters  
**Fast Track:** 6 trimesters  
**Total No. of Subjects:** 24  
**Intakes:** March, July and November

**OVERVIEW**

The Bachelor of Business equips graduates with a broad base of skills to prepare them for a range of careers in the modern business world. The course develops 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;  
- CPA (Certificated 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 in 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. After studying certain core subjects, students are then able to select either single or double majors in:

- Accounting  
- Hospitality Management  
- Human Resource Management  
- International Business  
- Management & Entrepreneurship  
- Marketing  
- Tourism Management  
- No major (Free Choice)

**FOR ALL 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

**ACADEMIC ENTRY QUALIFICATIONS**

Australian year 12 or pre-approved equivalent.

Please consult the International Student Prospectus for pre-approved equivalent qualifications

**ENGLISH ENTRY QUALIFICATIONS**

IELTS 6.0, minimum component score of 5.5, or pre-approved equivalent.

Please consult the International Student Prospectus for pre-approved equivalent qualifications

**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.

**PROGRESSION FROM DIPLOMA OF BUSINESS**

Students who satisfactorily complete all requirements of the JCU Diploma of Business are able to enter the Bachelor program at second year level with 8 subjects of advanced standing credit.

**INTERNSHIP OPTION**

Students are also able to undertake an Industry Internship in **BU3060** Professional Experience as an alternative to a classroom based subject. This

- Integrates theory and practice  
- Enhances professional soft skills as expected at an undergraduate level  
- Develops abilities to investigate, analyse, evaluate and provide recommendations  
- Career-related experience informs career choice
ACCOUNTING MAJOR
Required Subjects (in addition to core 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 (in addition to core 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 (in addition to core subjects):
BX3081 Interactive Marketing
BX3082 International Marketing
BX3083 Strategic Marketing
CU3021 Public Relations Campaigns
Recommended Subjects:
BU1008 Marketing Fundamentals
BU1112 Business Law & Ethics
BU2010 Business Research Methods
BU2005 Entrepreneurship
Plus eight (8) electives

HOSPITALITY MANAGEMENT MAJOR
Required Subjects (in addition to core subjects):
BX2041 Club & Gaming Management
BX2042 Hospitality Services: Management & Leadership
BX3041 Hospitality & Service Industries Marketing
BX3042 Service Quality Management
BX3043 Hospitality, Culture & People
BX3040 Hospitality Practicum
Recommended subjects:
BU1011 Business, Leisure & Society
BU2005 Entrepreneurship
BU2010 Business Research Methods
BU2060 Professional Experience
Plus eight (8) electives

TOURISM MANAGEMENT MAJOR
Required Subjects (in addition to core 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
BU1112 Business Law & Ethics
BU2010 Business Research Methods
BU2005 Entrepreneurship
Plus eight (8) electives

HUMAN RESOURCE MAJOR
Required Subjects (in addition to core subjects):
BX2051 Strategic Human Resource Management
SY2001 New Forms of Work, Organisation & Career
BX3051 Employee Relations
BX3052 Cross-Cultural Management
BX3053 Personnel Economics
BX3054 Contemporary Issues in Human Resource Management
Recommended subjects:
BU1011 Business, Leisure & Society
Plus eleven (11) electives

INTERNATIONAL BUSINESS MAJOR
Required Subjects (in addition to core subjects):
BX2061 Business Negotiation
BX2062 Operations Management
BX3031 Multinational Business Finance
BX3052 Cross Cultural Management
BX3061 International Business
BX3082 International Marketing
Recommended subjects:
BU2004 Financial Management
Plus eleven (11) electives

Required subjects: Plus nine (9) electives

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