



Bachelor of Business (Domestic students)

Program code	Entry requirements	Prerequisites
1034	15	English (4SA)
Available at Gold Coast Campus	Overall position (OP) 2019 66	Assumed knowledge Nil
Duration 3 years full-time 6 years part-time	Rank 2019 (more) OR VET qualification Certificate III (Additional requirements)	OP 1-6 Guarantee If you receive an OP 1-6 or equivalent and meet subject prerequisites, you are guaranteed a place in this program.
Credit points 240	Offered in Trimester 1, Trimester 2 and Trimester 3	
Indicative fee \$10,958.00* per year (more) * 2019 indicative annual CSP fee Calculate your fees		

Why choose this program?

From 2020, commencing students are referred to the **Bachelor of Business (1288)**.

Griffith's Bachelor of Business lets you design your ideal career. You can choose a single major, which will give you specialist skills in one profession. Or you can choose a second business major or additional major to give you an even broader range of skills and knowledge when you graduate. You can also choose not to complete a major, selecting from a range of courses that provide broad knowledge for a career in business management.

If you are not sure which majors to choose just yet, that is okay. Once you enrol, you can try some different courses before you choose the combination that is right for you.

A Griffith business degree will prepare you for a wide range of career opportunities - from running major events through to managing key aspects of complex organisations such as employment relations, marketing campaigns, or logistics.

Business majors

- Asian Business (Gold Coast, Nathan)
- Employment Relations (Gold Coast, Nathan)
- Entrepreneurship and Self-Employment (Gold Coast, Nathan, Online, South Bank)
- Event Management (Gold Coast, Nathan)
- Human Resource Management (Gold Coast, Nathan, Online)
- International Business (Gold Coast, Nathan)
- Logistics and Supply Chain Management (Gold Coast, Nathan)
- Management (Gold Coast, Nathan, Online)
- Marketing (Gold Coast, Nathan)
- Real Estate and Property Development (Gold Coast, Nathan)
- Sport Management (Gold Coast, Nathan)
- Sustainable Enterprise (Nathan)
- Tourism Management (Gold Coast, Nathan)

Additional majors

- Accounting (Gold Coast, Nathan)
- Economics (Gold Coast, Nathan)
- Finance (Gold Coast, Nathan)
- Financial Planning (Gold Coast, Nathan)
- Politics and Public Policy (Gold Coast, Nathan)

Honours is available for this degree through an additional year of study.

My attendance during the program

Attendance information

This program is offered full-time and part-time at the Nathan and Gold Coast campuses. Some courses are also available online. You may choose to study courses at other campuses where the program structure allows.

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

Work-integrated Learning experiences are provided through a number of special purpose internship courses as well as through guest lectures, field trips, case study analysis, problem-solving of industry scenarios and policy analysis and development.

To gain hands-on experience in international markets students can take an internship with an international company or government agency, conduct market research in a target export or investment country, join a multinational company offshore on an internship, or prepare an export marketing plan for a product or service, or a development plan for a new product.

My career opportunities

My career opportunities

No major option

A business degree gives you the foundation to take your career just about anywhere. You will be prepared to use your extensive business skills in a range of increasingly diverse settings including not-for-profit, government and corporate organisations.

Asian Business

You will find career opportunities in government, businesses with overseas profiles, international aid and other non-governmental organisations, news and media organisations, and the education industry in Asia.

Employment Relations

You will be able to work as an employment relations manager or consultant, or in roles dealing with workplace planning and policy, managerial strategy, industrial advocacy, occupational health and safety, and workplace negotiation.

Entrepreneurship and Self-Employment

As a graduate, you will have an understanding of the strategic and operational issues involved in choosing self-employment or in working for an entrepreneurial new business, small business or family firm. Create a career by moving from employment to self-employment and back again, pursue the long-term growth of a high-potential new business venture, or become a serial entrepreneur, starting and selling new business ventures repeatedly.

Event Management

You will be well prepared for an exciting career working for event and conference organisers in the sport, tourism, marketing, media and cultural sectors as well as coordinating and managing government event portfolios.

Human Resource Management

You will graduate with a degree recognised by the Australian Human Resources Institute and be ready for a career as a human resource manager or consultant. Human resource professionals work in many sectors including business management, counselling, workforce planning and policy, and recruiting and training staff for the public and private sectors and non-government organisations.

International Business

You will be prepared to work with international trade and investment organisations or in the public and private sectors in management, strategic planning, research, corporate government relations, global operations and public relations.

Logistics and Supply Chain Management

You will be able to work as a logistics and supply chain manager, purchasing manager, business or strategy manager, or export and import operations manager. Career opportunities exist in the public, private and not-for-profit sectors.

Management

Good managers are needed across all sectors and in businesses of all sizes. With this qualification, you can apply your business management knowledge to an area of personal interest and find work in roles as a business manager in human resources, strategy, planning and policy, and training and development.

Marketing

You will be able to work in any industry or organisation that needs to promote its products or services, including entertainment and fashion, tourism, advertising, public relations, and business consulting. You might work as a brand manager, marketing manager, advertising account manager, market research analyst, public relations manager, or sales manager.

Real Estate and Property Development

The property sector is expanding in Australia and around the world, creating a wide range of employment opportunities in the commercial, residential and tourism sectors of the real estate and property management industries. You will be prepared for a career in property finance, development and investment, real estate agency management, project management, and marketing and promoting real estate.

Sport Management

Sport is big business. You will find opportunities in government departments, local, national and international sporting clubs and event management organisations. There are also positions in sport tourism, marketing, media and athlete representation.

Tourism Management

With this qualification, you could travel the world. Tourism managers are employed by destination marketing organisations and all levels of government throughout Australia and internationally. You will be able to work on major tourism infrastructure and planning projects, shaping the visitor experience in tourism destinations.

Program accreditation

Program accreditation

Program accreditation will vary depending upon your choice of major:

- The **Human Resource Management major** is accredited by the [Australian Human Resources Institute \(AHRI\)](#).

Professional recognition

Professional recognition

Depending upon your choice of Business major, you may be eligible for admission to one or more of the following professional bodies:

- [Australian Human Resources Institute \(AHRI\)](#)
- [Chartered Institute of Procurement and Supply \(CIPS\)](#)
- [Australian Marketing Institute \(AMI\)](#)
- [Australian Market and Social Research Society](#)
- [International Live Events Association](#)
- [Pacific Asia Travel Association](#)
- [Sports Management Association of Australia and New Zealand](#)

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 three 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...](#)