



Bachelor of Business (Domestic students)

Program code	Admission requirements	Apply Now
1383	Any 2 OUA undergraduate units with 4.0 GPA	
Available at		
Online	(more)	
Duration	Offered in	
3 years full-time 6 years part-time	OUA - Study periods 1, 2, 3 and 4	
Credit points		
240		
Indicative fee		
Find out more		

Why choose this program?

This program is offered via Open Universities Australia (OUA).

Each year is made up of four study periods. In Year 1/Study Period 1, this program is structured to introduce students to the very wide range of business disciplines that are necessary for an understanding of the interdisciplinary nature of business analysis and problem solving. From Year 1/Study Period 3, and continuing into the student's second year, this program contains more advanced level courses and is structured to enable students to choose either one or two majors.

The following majors are available in the Bachelor of Business via OUA. 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.

Contemporary Marketing

This unique marketing major builds on Griffith's commitment to sustainability and social conscience. Students need to be ethical and socially responsible citizens and this major builds on these qualities from a marketing perspective. It also focuses on contemporary issues in marketing such as franchising, advertising and internet marketing.

Human Resource Management

If you are interested in working closely with people - helping them in their own careers - this major is for you. It will equip you with the professional expertise and understanding needed to take part in selection and recruitment procedures, training and development and performance management of staff. It will also enable you to lead organisational change and development. You will develop a vital appreciation of the complex inter-relationships involved in business, industry and service organisations that will help you succeed in your own career. A strong emphasis is placed on developing your analytical, communication and decision-making skills, making you more attractive to future employers.

Management

Management is not simply about managing people or making sure an office runs smoothly. A very important part of being a good manager is to be able to be a good team player. If you enjoy a challenge, like achieving top results and working well with people, then this major will help you on the road to your career in management. This major will educate you in how the core functions of management - communication, planning, teamwork, strategy, human resources and self-development - all work together. It will develop your analytical, communication and decision-making skills which are necessary in today's modern business world.

Further information is available by contacting either of the following areas:

- [Open Universities Australia \(OUA\)](#)
- [Griffith \(OUA\) Services](#)

My attendance during the program

Attendance information

This program is offered full-time and part-time through **Open Universities Australia (OUA)**. As an OUA student, you are not required to study on-campus. You may complete this program entirely off-campus through Open Universities Australia. To be classed as a full-time student, you must enrol in at least two units per study period.

If you commenced your studies from 2016, you will have up to 8 years to complete your program. If you commenced your studies prior to 2016, you will have up to 10 years to complete your program.

My career opportunities

My career opportunities

Competent and competitive in many areas, graduates will be able to select from a wide range of career options within the public and private sectors.

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.

Human Resource Management

You will 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.

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.

What are the fees?

Additional fee information

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

- Standard open learning unit fees will apply. Contact **Open Universities Australia (OUA)** for details.