

## **Bachelor of Business (BBIZ) - BBus** New

QTAC code (Australian and New Zealand applicants): Toowoomba campus: 904121; Online: 904125;  
Springfield campus: 924121

CRICOS code (International applicants): 092182E

**You are currently viewing the 2023 Handbook. For study in 2024, please refer to the [2024 UniSQ Handbook](#).**

**Please be advised that this program will be transitioning from Semester to Trimester study periods in 2024. Trimester 1 starts on 22 January 2024. Read more in our [new academic calendar FAQs](#).**

and private sectors. Successful completion of the program will equip graduates with the skills and knowledge required to undertake employment in relevant professions.

### **Program objectives**

Upon successful completion of the program, students will be able to:

- (1) Work autonomously and collaboratively to contribute to organisational initiatives by selecting and applying relevant theory to analyse and generate solutions to dynamic issues and changing landscapes.
- (2) Evaluate inputs from various sources and stakeholders to ensure that the interests of others, including organisational, societal, environmental, and professional expectations, are recognised.
- (3) Evaluate digital technologies, mechanisation, computerisation, and/or automation to support current and future business processes in the relevant domain of specialist expertise.
- (4) Communicate broad-level specialist advice to others to build professional credibility.
- (5) Exercise professional judgement using critical and reflective thinking and self-directed learning to continue developing as a self-reliant, ethical, and responsible professional.
- (6) Leverage a well-developed professional identity by exhibiting the human capabilities and knowledge demanded by modern organisations.

### **Australian Qualifications Framework**

The Australian Qualifications Framework (AQF) is a single national, comprehensive system of qualifications offered by higher education institutions (including universities), vocational education and training institutions and secondary schools. Each A

Adjustment factors may help you get into the program of your choice by increasing your entrance rank. The additional points don't apply to all applicants or all programs. Please read the information about UniSQ's [Adjustment Factors](#) carefully to find out what you may be eligible for.

## **Program fees**

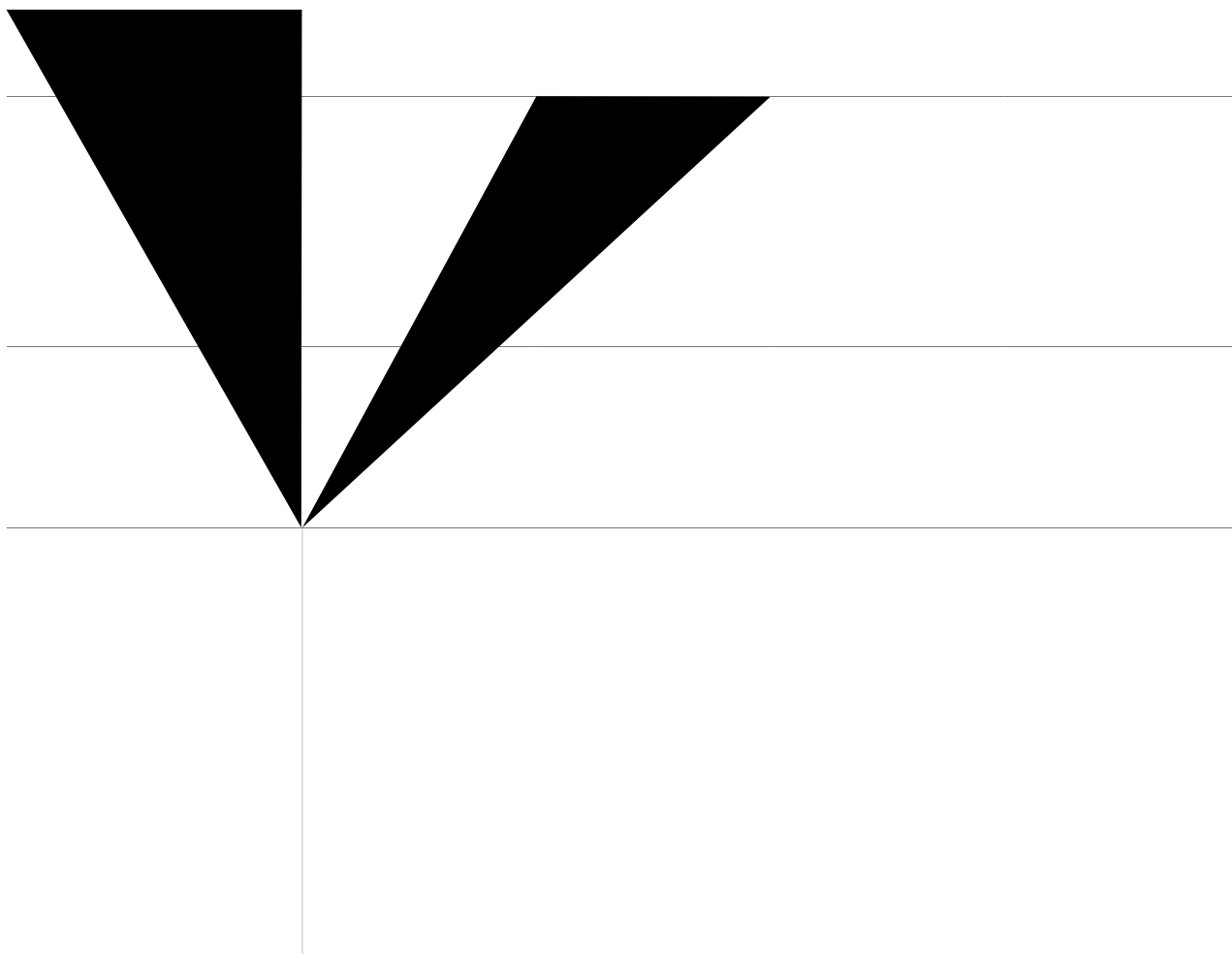
### **Commonwealth supported place**

A Commonwealth supported place is where the Australian Government makes a contribution towards the cost of a students' higher education and students pay a [student contribution amount](#), which varies depending on the courses undertaken. Students are able to calculate the fees for a particular course via the [Course Fee Schedules](#).

Commonwealth Supported students may be eligible to defer their fees through a Government loan called [HECS-HELP](#).

### **Domestic full fee paying place**

**Core courses**



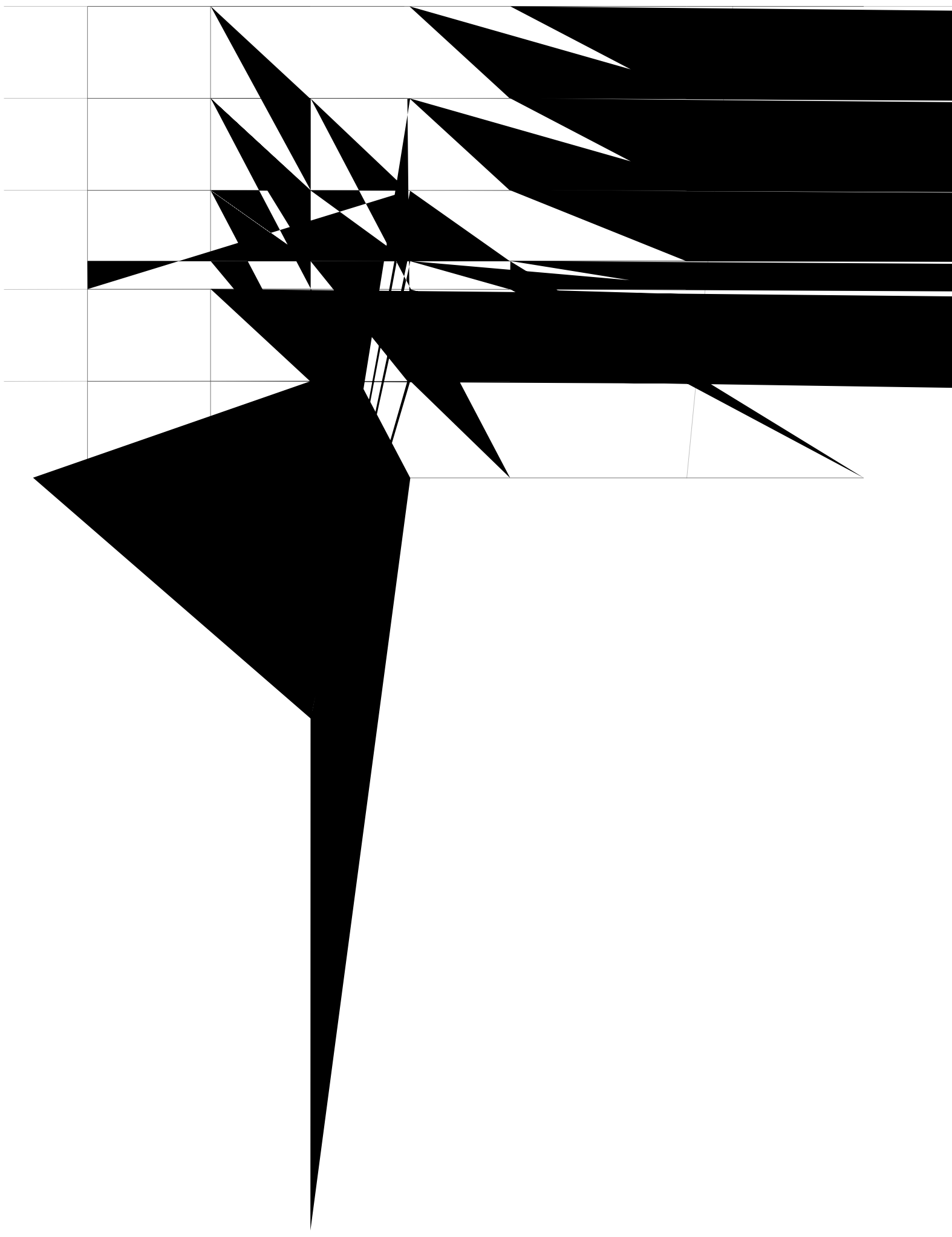
**8-unit majors:**

- Finance (offered Online and On-Campus Springfield only)
- Human Resource Management (offered Online and On-Campus Toowoomba only)
- Emergent Leadership (offered Online and On-campus Toowoomba only)
- Marketing (offered Online and On-campus Toowoomba only)
- Information Systems Management (offered Online and On-campus Springfield only)

**16-unit majors:**

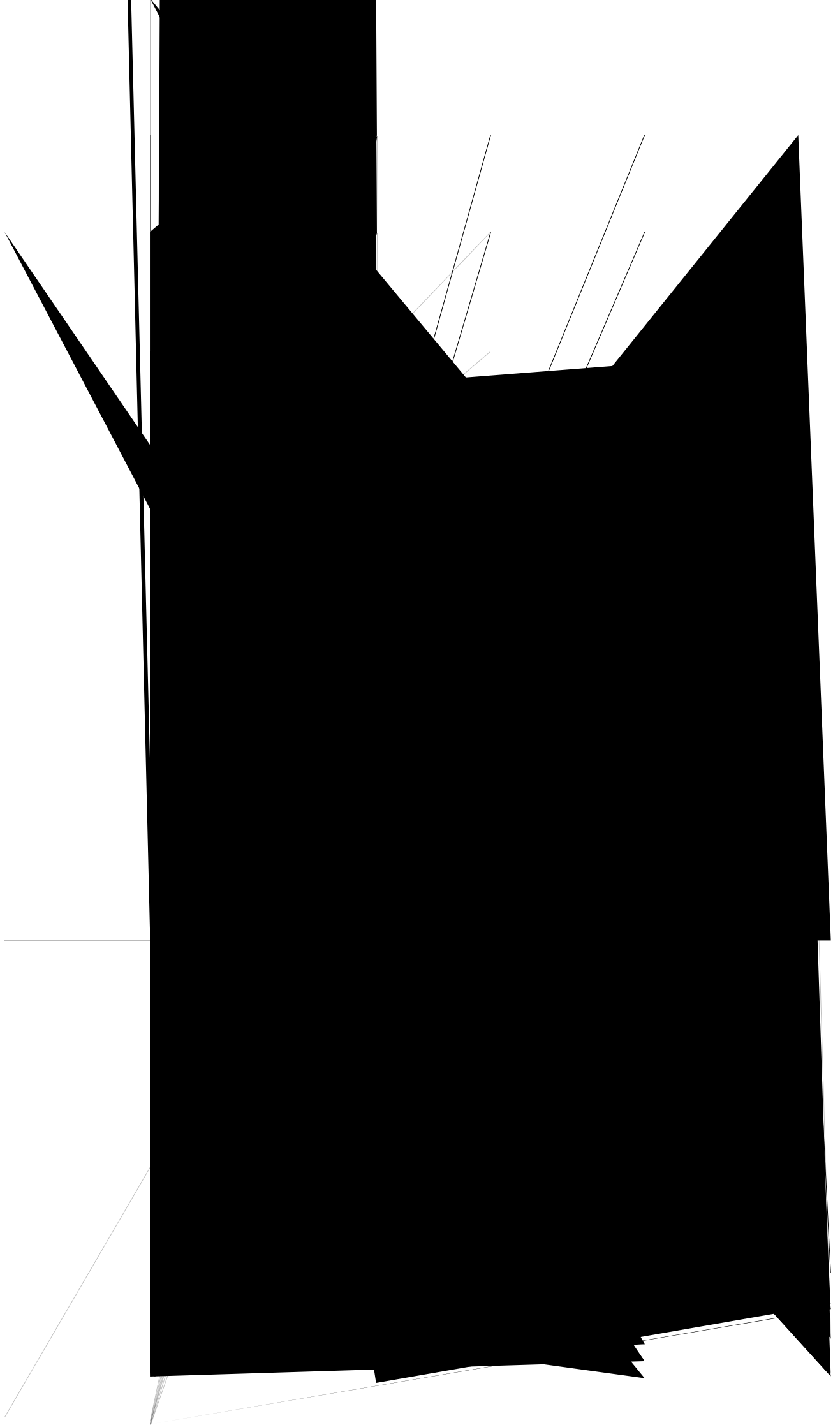
## Double major studies

Students may choose to complete a second major from the Bachelor of Business, or from the undergraduate



MGT2004 Enhancing Performance	2	2	2		From 2024 MGT2004 will be replaced by MGT2004 Supporting Employee
MGT2303 Cultivating Employee Engagement	2	2			
				Anti-requisite:w 679.	From 2024 MGT3002 will be replaced by MGT3002 Influencing Change

From 2024 RG1 001 4422628





Course	Semester of offer Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus	Enrolment Requirements
<a href="#">MKT1001 Marketing Fundamentals</a>	1, 2	1	1	Anti-requisite: <a href="#">MKT1001</a> Introduction to Marketing & <a href="#">MKT1100</a> (all majors except marketing)
<a href="#">MKT1002 Consumer Psychology</a> <sup>#!</sup>	1, 2	2	2	
<a href="#">MKT2001 Marketing Communications</a>	2	2	2	Anti-requisite: <a href="#">MKT2011</a>
<a href="#">MKT2015 Creating Marketing Value</a>	1	1		Enrolment is not permitted in <a href="#">MKT2015</a> if <a href="#">MKT2012</a> has been previously completed.
<a href="#">MKT3100 Digital Marketing and Social Media</a>	2	2	2	Anti-requisite: <a href="#">MKT2013</a>
<a href="#">MKT2014 Global Marketing</a> <sup>^</sup>	2	2	2	
<a href="#">MKT3001 Marketing Intelligence</a>	1, 2	2		Pre-requisite: <a href="#">MKT1001</a>
<a href="#">MKT3007 Marketing Strategy</a>	2		2	Pre-requisite: <a href="#">MKT1001</a>

**Footnotes**

# Course is offered from Semester 2, 2023 onwards.

! From Semester 2 2023, [MKT1002](#) Consumer Behaviour will become [MKT1002](#) Consumer Psychology. Students who hav

CIS2000 Systems Analysis and Design	1, 2	1	2	
CIS2005 Principles of Information Security	1, 2			
CIS3002 Agile Methods	1, 2	1	1	
CIS3008 Information Technology Service Management	1			
CIS3009 Enterprise Systems in Practice	2			
CIS1101 Business Online	1, 2	2	2	

## Minor Studies

A minor study is a group of courses designed to provide students with an area of knowledge and skills that either:

- draw from a recognised discipline and are designed to contribute to the major study or
- may transcend traditional disciplinary boundaries, but complements the objectives of the program.

A number of [minor studies](#) are available to students in this program.

Students are advised to consider the whole range of minor studies offered. However, the availability of general minor studies may be limited by a number of factors, including:

- the authorisation of the student’s choice by the academic adviser and faculty
- the satisfactory completion of pre-requisite courses by the student
- the provisions of the faculty offering the minor, including audition and interview requirements in certain areas of the arts and education
- timetabling constraints
- quotas.

All students in the Bachelor of Business, except those undertaking a second major, must complete a four-unit minor study. Courses must be taken over a minimum of two levels and should be in the same discipline or recognised multi-disciplinary area.

A minor in the Bachelor of Business may comprise one of the following:

- any four units from a major in the Bachelor of Business as long as prerequisites can be met
- any four business-related or approved units from a major in another program from the University of Southern Queensland as long as pre-requisites are met - where a student is required to do one or more core courses from that program to satisfy pre-requisites for the proposed minor, the core course/s may form part of that minor
- four specified units in a disciplinary area designed to extend knowledge as listed below. See a list of minor studies at <http://www.usq.edu.au/handbook/current/optionstudies/optionstudies.html>.

Students who wish to take a minor study that falls outside the guidelines above for the Bachelor of Business, must obtain Faculty of Business, Education, Law and Arts approval prior to enrolling in courses to be counted towards that minor. Before undertaking any course, the pre-requisite courses must be completed or exempted.

## **Electives/Approved courses**

Students not completing a double major must select a minor plus four units of elective courses from courses offered in the Bachelor of Business or, with Faculty of Business, Education, Law and Arts approval, from other undergraduate programs offered at the University of Southern Queensland. Enrolment requirements must be satisfied for any course selected.

## **IT requirements**

For information technology requirements please refer to the [minimum computing standards](#).

## **Other program requirements**

Students must maintain good standing in this program. Please refer to the [Academic Standing, Progression and Exclusion Procedure](#).

Students enrolled in the joint TAFE/UniSQ Diploma Programs must complete their Diploma studies at the TAFE Queensland before continuing enrolment at UniSQ.

## **Exit points**

Students must maintain good standing in this program (see Other program requirements section). Students not wishing to complete the Bachelor of Business may be permitted to exit with either the Diploma of Business (DPBZ) or the [Associate Degree of Business \(ADBZ\)](#).

Students may exit with the Diploma of Business (DPBZ) if they have completed 8 courses as follows:

- a minimum of 4 courses from the Bachelor of Business core courses, and
- 4 other courses from the Bachelor of Business, or 4 business-related courses with the approval of the Faculty of Business, Education, Law and Arts.

Students may exit with the [Associate Degree of Business](#) if they have completed 16 courses as follows:

- 8 core courses from the Bachelor of Business and
- 8 other business-related courses with the approval of the Faculty of Business, Education, Law and Arts.

## **Credit**

Candidates for admission to the Bachelor of Business may be eligible for up to 16 units of credit on the basis of successful completion of relevant, equivalent under

As a guide, full-time students (shown as ONC) should plan to undertake 8 courses per year and part-time students (shown as ONL) who are in employment, a maximum of 6 courses per year, with a minimum of 4 courses per year. This is exclusive of any semester 3 enrolments.

Courses are normally offered on-campus and online in the same semester. If a course is offered twice in one year, the second offering will normally be on an online basis only.

## **Semester 1, 2023 Intake**

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