

BUSINESS



2017 UNDERGRADUATE COURSES



ACCOUNTANCY
ADVERTISING
ECONOMICS
FINANCE
HUMAN RESOURCE MANAGEMENT
INTERNATIONAL BUSINESS
MANAGEMENT
MARKETING
PUBLIC RELATIONS

Australia's first **business school**
with triple international accreditation



a university for the **real** world®

Every year many people make QUT their first choice for study. Here's why you might like to make it yours.

BE IN DEMAND

Each year more than 6000 bachelor-degree students graduate from QUT. We continue to outperform Queensland and Australian average rates for graduate employment.

GLOBAL OUTLOOK

With QUT's world-class courses and learning facilities, and programs for overseas exchange and engagement, you will be prepared to work in Australia and internationally.



CONVENIENT CAMPUSES

QUT has campuses at Gardens Point and Kelvin Grove in central Brisbane, and Caboolture in the growth corridor north of the city. With high-quality academic, recreational and support facilities, you will find QUT the perfect place to study.

RESEARCH WITH IMPACT

QUT researchers are working on some of the biggest challenges and opportunities facing Australia and the global community, and their research is recognised as world standard. If you have a passion for discovery and innovation, a QUT research degree can launch you into many exciting careers.

LEARN FROM THE BEST

You'll be taught by award-winning teaching staff and have access to industry-standard facilities and opportunities for practical, real-world learning, ensuring you're ready to meet the changing demands of your industry or profession.

THE TIME OF YOUR LIFE

Your time at university will be life changing. QUT provides support, social activities and development opportunities to help you discover your place in the world and make the most of your time at university.

REAL-WORLD COURSES

As one of Australia's leading universities, we offer a broad range of undergraduate degrees that can lead to a successful career. Our courses are regularly reviewed and updated to maximise your career opportunities and ensure your degree reflects industry developments.



BUSINESS

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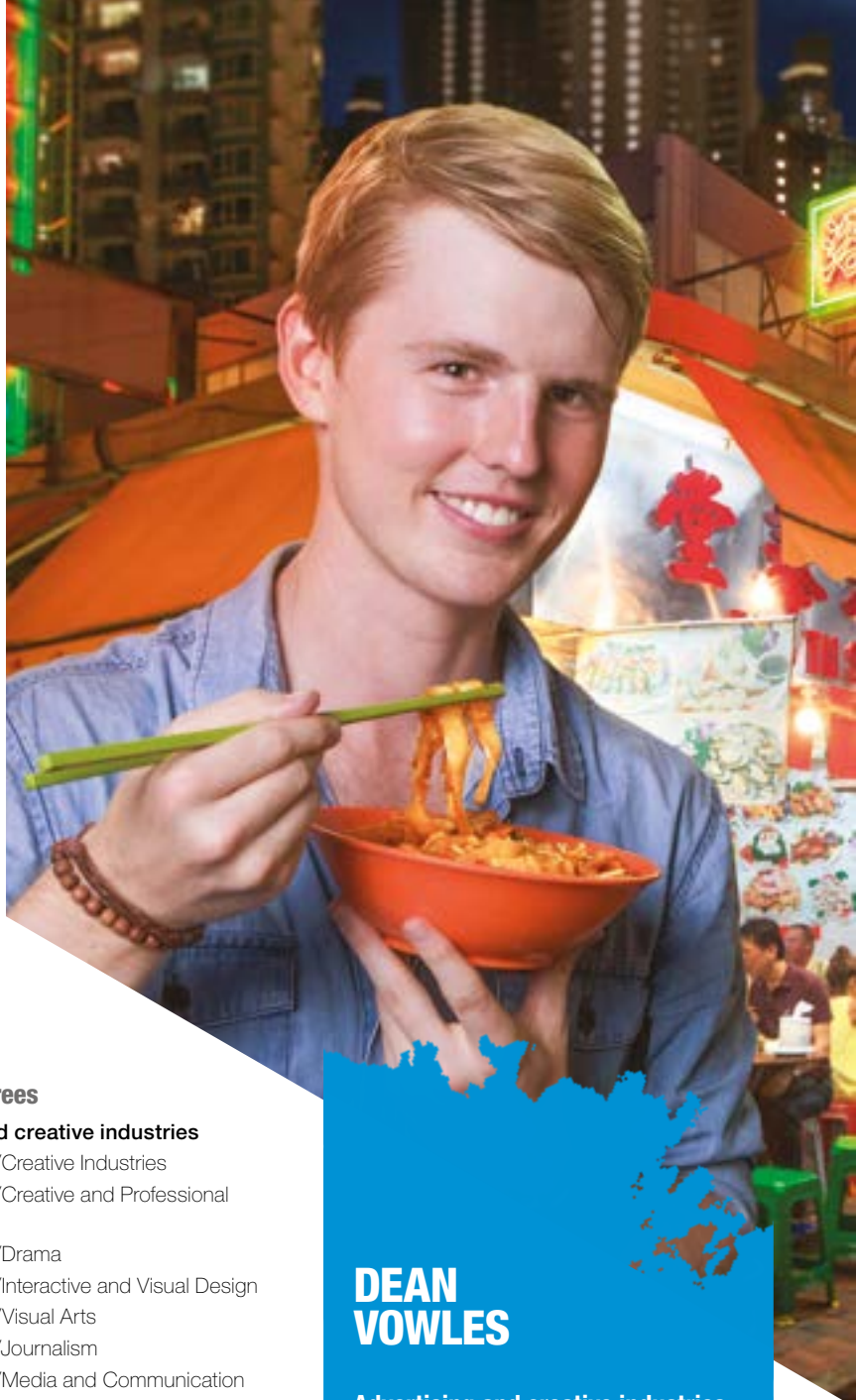
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DEAN VOWLES

Advertising and creative industries

'QUT set me up for the biggest career move in my life. The work experience and internships I completed as part of my creative industries and business double degree helped me gain confidence and led to a paid job. The advantage of completing a double degree is that you develop broader knowledge and skill sets, without losing any of the depth of that knowledge.'

My career highlights so far include landing a job in Hong Kong and getting to work on projects that span the entire region, from China to Malaysia. Also helping create and execute real-time, award-winning content campaigns for Samsung and IGA Australia was great fun and great experience. QUT encourages you to apply what you're taught, think big and think for yourself.'

To hear more of Dean's story visit the Graduate Success playlist at www.youtube.com/TheQUTube

Why choose business at QUT?

QUT's business programs are all about providing you with a first-class education that meets your career and professional needs.

Australia's first **business school** with triple international accreditation



The QUT Business School is Australia's first business school to attain triple accreditation by international accrediting agencies: the European Foundation for Management Development (EFMD) for EQUIS and the American Association to Advance Collegiate Schools of Business (AACSB) for all our business courses, and the UK-based Association of MBAs (AMBA) for our MBA programs. Less than one per cent of all business schools worldwide have achieved triple accreditation and we are proud to be part of this elite group.

What does this mean for me as a QUT Business School student?

You can be sure that your course and your lecturers are of the highest standard, and that your degree will be recognised internationally as being awarded by a quality school. To be accredited, our programs, staff and engagement with the business and academic communities, nationally and internationally, are regularly assessed and must meet rigorous international quality assurance processes.

What does a QUT Business School degree give me?

At the QUT Business School we are proud of our involvement with the local, national and international business communities. Industry representatives advise us on the content of our programs, which ensures that our graduates will be ready to work once they finish their degree. Our students are recognised as having the skills business wants and have a high employment rate. Australia is part of a global business community. Our courses recognise this and include internationally relevant material. Many of our lecturers

have international experience. Our students come from more than 20 countries and add a further international perspective to your studies.

Student engagement with business professionals occurs in a range of ways including a number of internship programs, career preparation workshops and industry projects. Your courses will also include work-relevant information and case studies to ensure you have the knowledge and skills to be effective in your employment from day one.

How can I get more from my studies?

Do you want to work overseas? Would you like to work in a business with international operations? To get an edge in the global economy and a taste for working and living overseas, many of our students travel abroad to study at one of our many international partner institutions for a semester or a short program. Financial assistance may be available to support such travel. For further information see page 6 of this prospectus or see what some of our students have to say about their travels at blogs.qut.edu.au/qut-exchange-students

You can take personal development modules in our award-winning Business Advantage Program to help you gain a competitive edge in the workplace. Modules include public speaking, leadership, networking and entrepreneurship.

You can participate in the QUT Business School's student associations to help build your networks, gain access to industry events and add to your university experience. They are a great way to make friends and meet professionals from your particular study area.

You might consider nominating for our well-supported student competition program. The QUT Business School has a very successful case competition group which competes against students from leading international business schools.

What help will I get with my studies?

The 4S Study Skills program offers help in the core units of your degree. The program will develop your academic skills with workshops tailored to assessment tasks and one-on-one interviews with tutors who provide individual advice on your assignment submissions.

Plus, our student learning advisers are available to provide you with peer support and assist you with your course, assignment or exam preparation questions. As these advisers are business students, they will understand your concerns and questions, and have the experience and ability to answer them. Learning advisers are available in each school to provide detailed advice on how to improve your assessments.

To assist you financially, a wide range of scholarships, prizes and bursaries are available through QUT and the QUT Business School. For more information visit www.qut.edu.au/business/scholarships

Throughout your studies the helpful staff at our dedicated QUT Business School Student Centre will be available to answer your questions about the school and its services including admission, enrolment and managing your progress.

What will I find on campus?

Business students have the exclusive advantage of using Z block facilities such as the Balcony on 9 and a student lounge on level 4 with open access to computers, cafés, study areas, televised news and digital announcements about what's on in the QUT Business School.

The Business School Student Centre is located in B block along with additional lecture theatres and tutorial rooms.

At QUT, campus-wide wireless access, multimedia-equipped teaching spaces and libraries provide great learning and study environments. Other facilities on campus include food outlets, relaxation spaces and sporting facilities.

Want to expand your study options?

The QUT business degree lets you design a course that suits your interests and career goals. Broaden your horizons by studying across multiple areas within business or across other areas of interest.

Make the most of your time at university. Combine your business degree with another QUT degree to graduate with a double degree, or deepen your knowledge and expand your career options through an honours or masters degree.

Can I get credit for studies I have already completed elsewhere?

If you have successfully completed university or vocational qualifications already, you may be able to receive advanced standing (also known as credit). Check your eligibility at www.qut.edu.au/credit

Work integrated learning

QUT prepares work-ready graduates by providing students with real-world learning experiences. Real-world learning integrates theory, knowledge and skills of a discipline with professional and contemporary practice.

QUT provides work integrated learning as one aspect of their commitment to real-world learning. Work integrated learning (WIL) connects students with industry and their community, through their course of study.

QUT provides WIL in many of its academic programs for students to engage with employers and organisations at numerous stages throughout their degree.

WIL can be:

- internships
- practicum
- work placement
- industry-based project
- community-based project
- mentoring and shadowing.

Will I get help finding work?

QUT Careers and Employment can help you with résumé writing, interview and other job-seeking skills, and provide access to the QUT CareerHub for part-time and full-time work.

In the QUT Business School we also host an annual careers fair for our students. This gives you access to organisations promoting their employment opportunities and employer presentations to help you prepare for your career.

BIANCA JACOBI

Marketing

'As a member of the marketing team at Queensland Law Society, I am involved in developing and implementing marketing campaigns and assisting with corporate events. Studying marketing at QUT Caboolture taught me practical skills and the technical knowledge I needed to hit the ground running once I graduated.

The theoretical and practical real-world cases and clients have proven invaluable, as I have been able to transfer skills from the lecture theatre into the workplace.'

Practical learning experiences

QUT business degrees will give you a solid foundation in theory and practice to make you job ready from day one.

The QUT Business School offers many opportunities to develop a career edge through real-world interaction and networking, including:

- **Development programs and enterprise activities** Access structured real-world learning and development activities such as Business Advantage and Enactus.
- **Competitions, conferences and events** Opportunities to attend domestic and international events such as the Harvard World Model United Nations Conference and international business case competitions.
- **Internships and work placements** There are units in all discipline areas offering internships and other work placements, such as team-based projects and work integrated learning. Students can gain valuable real-world skills in real time and establish professional networks in industry.

Securities Dealing Room

Our Securities Dealing Room gives finance students access to data from Bloomberg, allowing them to experience the dynamic nature of financial markets, and the fast pace of real-time asset price movement.

AdSpace

AdSpace gives our advertising students the opportunity to mentor high school students as they take on the role of an advertising executive for the day. High school students develop a campaign for real-world clients together with local industry and the QUT Business School mentors.

Social media intelligence centre

The QUT Business School has invested in a state-of-the-art social media intelligence centre, housed in the School of Advertising, Marketing and Public Relations. The centre allows staff and students to conduct research and interact with external partners through social media data collection and analysis. The social media 'listening' software listens to, and measures conversations across the web by drawing from more than 650 million sources, including Facebook, Twitter, YouTube, blogs and other online communities and shows information about sentiment, share of voice, trending topics, geo-location metrics and much more.

The Fresh Connection

The logistics second major provides opportunities for industry placements and an internationally recognised simulation and competition for the logistics industry called The Fresh Connection. Students work in teams of four with recognised roles and deal with the common challenges of supply chains. The simulation is part of an annual international competition that offers new and realistic challenges each year, preparing students practically for careers in business.

Developing campaigns for real-world clients

The capstone units in advertising and public relations allow our students to put their theory into practice by working in teams, dealing with deadlines, pitching ideas and planning for on-budget delivery. Students are briefed by real-world clients to develop campaigns that they later pitch in a boardroom setting.

Accounting industry engagements

In your accounting degree you will be provided with opportunities to network with accounting professionals through a variety of industry engagement events such as the Pitcher Partners Seminar Series, the Deloitte Boardroom Seminar Series and the Forensic Accounting Careers Fair. These events are designed to make graduates job ready from day one and help ease the transition into the workforce.

Vacation Research Experience Scheme

The Vacation Research Experience Scheme (VRES) is open to all domestic and international undergraduate students in their second, third or fourth year of study. Through the VRES program students receive a scholarship and experience a challenging research environment by working on a project with active researchers. This gives students the opportunity to investigate their potential for future research work.

Redesigning the passenger experience at Brisbane International Airport

As a management student you will be provided with opportunities to participate in projects with real-world clients such as Brisbane Airport Corporation. In a recent project, management students worked collaboratively with students in other disciplines to design innovative and technology-driven prototypes to help passengers enjoy their airport departure process.

QUTOPIA

QUTopia is a hands-on marketing simulation. Teams of students develop, promote and sell products and services in the QUTopia marketplace. Across a semester, teams evaluate and reflect on their marketing performance. Applying marketing theory, teams refine and improve their marketing efforts while competing against other teams for market and financial leadership.



Photo courtesy of Giddik Mink.



ENGAGE WITH INDUSTRY

The QUT Business School's student team won the \$10000 major prize in the 2014 Australasian Association of Convenience Stores/Coca-Cola Amatil Innovation Challenge. Students from 12 selected universities were invited to participate in the challenge, which provides the convenience industry with access to the fresh, creative, unencumbered and innovative ideas of young people around the country. The challenge also provides students with the opportunity to directly engage with those at the forefront of the industry, potentially seeing their innovative ideas put into practice.

Go global—international study experiences

Add an international flavour to your degree with an outstanding choice of countries, cultures and contexts. Book your ticket and take off with a QUT business degree.

Exchange and short-term study

The exchange and short-term study programs provide you with a great opportunity to combine study and travel, discover a new culture, and establish an international network to enhance your career prospects. Studying abroad can open up new, rewarding experiences and opportunities.

The QUT Business School partners with more than 70 leading business schools around the world. Enrich your experience by studying with our partners as part of your QUT program.

Programs run from three weeks to 12 months, are credited towards your QUT degree, and give you a competitive advantage in the workplace. The QUT Business School provides financial support with scholarships to help you make the most of the experience.

Business students also have the opportunity to participate in international conferences, events and competitions.

International business case competitions

Over the past years, we have developed a reputation as one of the most successful case competition teams in the world, winning several events in Canada, USA, Singapore and Thailand. Each year our teams of students from multiple disciplines and degrees compete in five to eight competitions.

We encourage and support students to put their skills and abilities to the test and compete against other universities around the world.

Benefits of international programs

Communicating in a new language

Most partner universities teach in English. You could use this opportunity to learn a new language or improve your high school foreign language skills by practising it with native speakers while overseas.

You may like to prepare for your exchange and communications in your host country by incorporating language studies into your degree, either as a second major, minor or electives. Plus, you will enhance your international career options. For more information about studying a language refer to page 33.

Strengthen your CV

Participating in an exchange program requires initiative, commitment and flexibility. These are all qualities that employers value highly, so the skills you develop while overseas can give you an edge in the job market.

The time of your life

Student exchange will give you stories and memories for a lifetime. But don't just take our word for it. Check out what current and previous exchange students have to say about their overseas adventures at blogs.qut.edu.au/qut-exchange-students

More information

For more information visit www.qut.edu.au/business/courses-and-study/global-opportunities

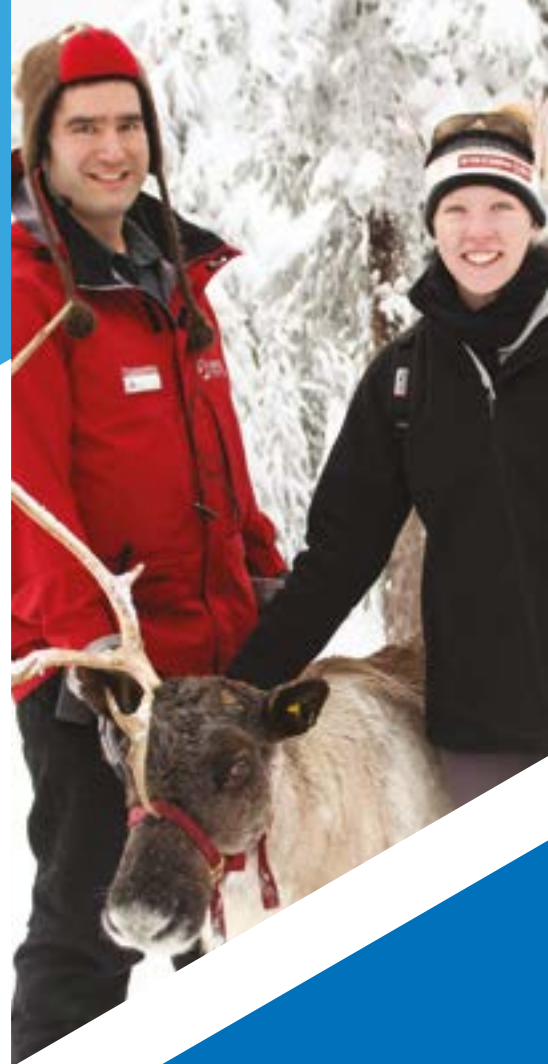
What global experiences did QUT Business School students have in 2015?



KASSANDRA BUCKLE

Exchange to Bishop's University in Sherbrooke, Quebec Province, Canada

'Going on exchange has changed my perspective of the world by making my experiences richer and giving me a taste of a different school learning environment, which is invaluable. I can now confidently immerse myself in new business environments both in Australia and worldwide. It also gave me worldly experiences to draw on during my graduate interviews, giving practical examples of how my degree was preparing me for the global workplace.'



HARLEEN BHASIN

Study tour to Japan

'While at QUT I was selected to travel to Japan on a study tour where I was tasked with assisting to develop strong ties with our partnering university. This experience not only gave me valuable insight into the Japanese culture, but I developed lifelong friendships and established a strong rapport with many of the professors. The study tour was definitely one of the highlights of my time at QUT.'



INTERNATIONAL BUSINESS CASE COMPETITIONS

Over the past five years our students have competed in 50 international competitions at prestigious universities such as the National University of Singapore and the University of British Columbia. QUT has won 10 of those competitions and finished on the podium in 24 competitions—a result which is testament to the quality of our students and programs.



Get involved—Business Advantage Program

Expand your social and professional networks, enrich your QUT experience and boost your real-world prospects through the Business Advantage Program. It's free and fun.

What is the Business Advantage Program?

The Business Advantage Program is a free program available to all business students. The program develops personal and professional skills enhancing your workplace competitiveness, and provides opportunities to make more connections while at university.

Program features

Guest presenters, including experts from industry and community leaders, deliver short modules at the beginning of each semester. Register for modules that interest you and on completion, will receive a certificate to add to your résumé.

Modules

While module offerings can change from semester to semester, here is a sample of what may be available:

- Big bang executive thinking
- Brand you—networking for career development
- Building cultural intelligence
- Employment preparation
- Design thinking
- Entrepreneurship
- Leadership in action
- Maximising your influence
- Public speaking
- Teamwork in action.

More information

For more information, visit www.qut.edu.au/business/courses-and-study/real-world-learning/practical-learning



MADISON BLACK

Business and psychology

'Business Advantage has fun, interesting and relevant modules which can be used beyond university life. The professional facilitators who run the modules are engaging, passionate and full of valuable information, giving all participants the opportunity to grow as a person and to learn useful skills, techniques and concepts. I feel that this program has given me opportunities to improve in personal, academic and work facets by giving me the tools and knowledge I need to be effective.'

More student opportunities

Want more opportunities? Make the most of your university experience by getting involved in a variety of real-world learning and development opportunities available to our students.

Student associations

You can participate in the QUT Business School's student associations to help you meet new friends, gain access to industry events and add to your university experience. Whatever your business major, there is a student association for you. These include:

- Business and Management Student Association
- QUT Accountancy Students' Association
- AMPed (association for advertising, marketing, public relations and international business students)
- QUT Economics and Finance Society.

In addition, you can join sporting, hobby, political and special interest groups to socialise, have fun and learn new skills.

AIESEC

The QUT Business School hosts a chapter of AIESEC, the world's largest student-run organisation. Present in over 110 countries and territories and with over 80 000 members, AIESEC provides a platform for youth leadership development. For more information visit www.aiesecaustralia.org

Enactus

If you have an entrepreneurial spirit and a passion for community development, the QUT Business School offers you opportunities to participate in projects

through Enactus. Enactus aims to develop students' personal leadership and teamwork skills while creating and implementing community outreach projects that improve the quality of life for people in need.

If you're interested in entrepreneurship and social change, Enactus is your opportunity to develop your business, leadership and communication skills. Apply to join the team at enactusqut.com

Conferences and events

You will have the opportunity to attend domestic and international events, attend research seminars or hear from international guest lecturers, as well as build your networks and industry contacts.

Recent activities include:

Brisbane Model United Nations Conference (BrizMun)

The Brisbane Model United Nations Conference (BrizMUN) is a three-day academic simulation of United Nations proceedings. Approximately 250 university students from around Australia gather in Brisbane and represent a country on mock UN committees, with the aim of debating and resolving international issues. BrizMUN is the premier Model UN in Queensland, and the largest city-based Model UN in Australia.

University Scholars Leadership Symposium

The University Scholars Leadership Symposium is a humanitarian leadership program, held in the Asia-Pacific region, where outstanding university students can learn, explore and address global concerns regarding the plight of those suffering in extreme poverty. You will gain an understanding of key sustainable development challenges and how to act as an agent of change through challenging training with diverse international peers and inspiring interactions with experienced humanitarian leaders.

Global Voices

The QUT Business School has partnered with Global Voices to provide a business student with the opportunity to be a part of its funded youth delegations. Global Voices is a not-for-profit organisation that creates opportunities for young Australians to engage with international policy both at home and abroad. Each participant spends two to three months completing a research fellowship. Previous international delegations have attended the WTO Forum in Geneva, Switzerland and the OECD Forum in Paris, France.

MADISON URE

International business and law

'Global Voices was an amazing opportunity for me to combine my university experience with real-world learning, allowing me to test concepts I had learnt in the classroom on a global stage. At the OECD forum i was able to directly witness the decision-making process of a major international organisation. I particularly enjoyed the opportunity to have meetings with influential people, including (former) Prime Minister Tony Abbott and (former) CEO of Telstra David Thodey, to discuss my research paper, ask questions and engage with them on their area of expertise. Without the networking support of Global Voices these meetings would not have been possible, and it was an amazing experience to take advantage of.'



Business on campus

QUT has campuses at Gardens Point and Kelvin Grove in central Brisbane, and Caboolture in the growth corridor north of the city.

All nine majors in the Bachelor of Business are available at the Gardens Point campus. The management, marketing and accountancy majors are also available at the Caboolture campus. You will nominate your choice of campus when applying for your course.

You may need to attend classes on a different campus for electives or double degrees. Each course page lists relevant campus information.

Our Gardens Point and Kelvin Grove campuses are linked by free shuttle buses. Visit www.qut.edu.au/campuses-and-facilities

Gardens Point campus

With more than 27 000 students, Gardens Point campus is a prime location in Brisbane's city centre beside the Brisbane River, City Botanic Gardens and Parliament House.

Facilities at Gardens Point campus include:

- 24-hour computing laboratories
- cafés and food outlets
- indoor FINA-standard, 50-metre swimming pool and a gym
- bookshop and retail outlets
- Oodgeroo Unit
- licensed bar
- Gardens Theatre
- QUT Art Museum
- Old Government House including William Robinson Gallery
- automatic teller machines (ATMs)
- travel agency
- QUT medical centre and counselling.

Caboolture campus

Caboolture is situated halfway between Brisbane and the Sunshine Coast. The campus is easily accessible by train and buses, with a free shuttle bus operating between Caboolture train station and the campus during semester.

Students have access to excellent teaching and learning facilities including extended-hours computer labs and library, multimedia-equipped lecture theatres and wireless internet access. Students at Caboolture also enjoy free on-campus parking, a campus café, student lounge, and sporting and recreational facilities.

If you study business at Caboolture campus, you will attend our special student welcome and orientation activities at Caboolture.

The Bachelor of Business at Caboolture campus is an ideal option for students living in the region.



Scholarships for high achievers

QUT offers a range of scholarships that recognise your achievements and support you throughout your studies.

QUT's scholarship programs can enhance your studies and help you develop real-world experience as part of your degree.

We team up with industry partners to offer programs that combine rewards of excellence, financial support and workplace learning initiatives. Included on this page and the following pages are some of the scholarships available. For the full range of scholarships and application closing dates visit www.qut.edu.au/business/scholarships

Business Academic Excellence Scholarships

If you receive an OP 1–2 and enrol in the Bachelor of Business, Bachelor of Business—International or a business double degree, you may be eligible to apply for the Business Academic Excellence Scholarship worth \$5000. Applications close 18 November 2016. Visit www.qut.edu.au/business/scholarships

As an OP 1–2 student you may also be eligible for other prestigious university scholarships, including the Vice-Chancellor's Scholarships.

Indigenous scholarship opportunities

The QUT Business School is committed to developing better access to university education for Aboriginal and Torres Strait Islander peoples to increase opportunities to participate and succeed in their chosen field of study.

The Indigenous Getting Started Scholarship supports exceptional school leavers to make the transition from school to university, with \$4000 paid in their first year to assist with the cost of living, relocation, textbooks or other study-related expenses.

The Laurie Cowled Indigenous Business Scholarship supports female school leavers and TAFE graduates who have a genuine financial need, to kick-start their business degree. \$5000 is paid in their first year towards deferred tuition fees (HELP) and study-related expenses.

Motivated students in their second year of a QUT business degree may apply for the Indigenous Business Intern Scholarship (IBIS). This is a two-year program offering \$7500 per year towards deferred tuition fees (HELP), textbooks and other study-related expenses and an annual 200-hour internship with a leading corporate organisation.

To learn more about these scholarships, please contact the QUT Business School Scholarships and Work Integrated Learning Coordinator on 07 3138 4632 or visit www.qut.edu.au/business/scholarships

AMANDA KING

Business and law

'Being a recipient of the Business Academic Excellence Scholarship has motivated me to study hard and strive for academic excellence. It has also helped to relieve the financial pressure, allowing me to concentrate more on my studies. I enjoy being involved in the university's clubs and associations, and having the opportunity to meet more people—this scholarship has given me an opportunity to get to know other recipients and this has helped broaden my network of friends.'



BRENDAN THOMPSON

'The CPIE program gave me an additional source of motivation and helped me to maintain focus throughout my studies. Knowing that you have to perform to a high standard to maintain such a great opportunity motivated me to work hard throughout my degree. It was also great to be part of a group of students where you feel supported and everyone works together to achieve the best results.'

The program provided a huge advantage through long work placements with high-calibre employers, and it was truly invaluable to graduate with this kind of experience.'

Corporate Partners in Excellence scholarship program

If you have an excellent academic record and demonstrated leadership potential, consider the QUT Business School's Corporate Partners in Excellence (CPIE) scholarship program.

You will have the opportunity to apply the knowledge you gain in the classroom within high-quality industry, commerce or government internships. CPIE interns constantly report that they are valued as professionals, not just as students on work experience.

The CPIE program will allow you to work with other talented students, and provide you with opportunities to network and develop your leadership abilities.

The program is available to Australian citizens and permanent residents only.

What are the CPIE advantages?

Generous financial support

You will receive a total of \$36 000 over three years towards your course fees, textbooks and other study-related expenses.

You must maintain a grade point average of 5.5 on QUT's 7-point scale throughout your studies to retain the scholarship.

Career head start

You will develop contacts with employers and graduate with a strong network of peers. You will also benefit from academic mentoring within the QUT Business School and the opportunity to participate in contemporary business seminars and functions.

Applying for entry

You must apply for a CPIE scholarship before you commence at QUT.

Firstly, you must be a current Year 12 student at an Australian secondary school in 2016 (or in 2015 with no other university studies undertaken) and apply through QTAC for a place in QUT's Bachelor of Business at Gardens Point campus. You then need to apply directly to the QUT Business School for a place in the CPIE program.

In your application you will be asked to provide details of your academic achievement, leadership roles, community involvement, aspirations and career goals, as well as two written references. Candidates may be asked to attend an interview in December at the Gardens Point campus.

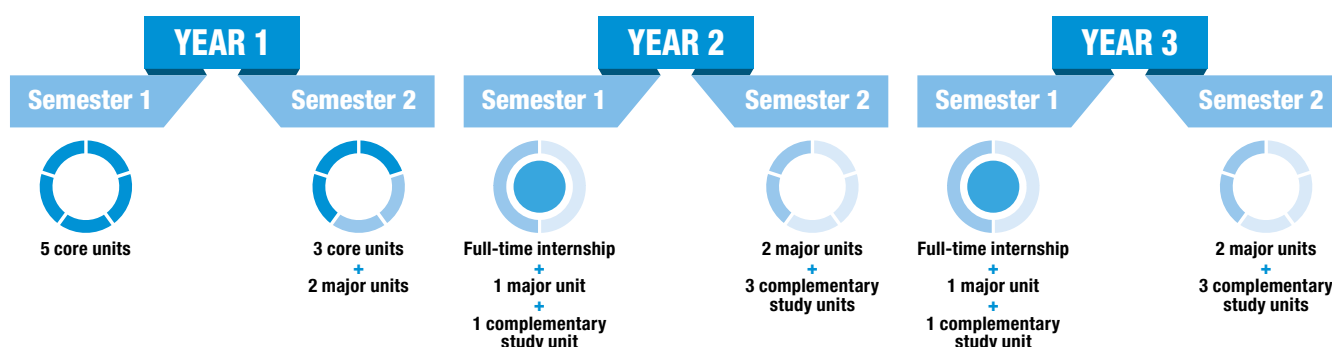
To be successful in your application you need to achieve an OP 1–5. Please note that QTAC bonus ranks do not apply to this scholarship.

More information

A full information kit including selection criteria and closing date will be published in July 2016. This information kit will be available for download from www.qut.edu.au/business/scholarships. You may also contact the QUT Business School Scholarships and Work Integrated Learning Coordinator to obtain this information on 07 3138 4632 or email bus.scholarships@qut.edu.au.

Bachelor of Business—CPIE scholarship program

This is an example of a typical course sequence:



ANDREW BLACKMAN

Institutional Manager, Coordinating Ministry for Economic Policy, Government of Ecuador

'I am passionate about economics and public policy. I wanted to use my economics training to help improve society, especially the wellbeing of disadvantaged groups overseas. I have lived and worked in Indonesia, Nigeria and Ecuador, and completed projects with the World Bank in Angola and Rwanda.

As part of the Business School's Corporate Partners in Excellence scholarship program I completed two semesters of full-time work experience with the Queensland Treasury and the Queensland Treasury Corporation, and also conducted field work as part of my honours thesis. These opportunities gave me a taste of what it was like to work in the public sector, and encouraged me to pursue a career in public policy.'



2016 corporate partners

This scholarship has been made possible through the generous sponsorship of our 2016 corporate partners:



BRISBANE MARKETING
ECONOMIC DEVELOPMENT BOARD



RNA | THE ROYAL NATIONAL AGRICULTURAL AND INDUSTRIAL ASSOCIATION OF QUEENSLAND



RioTinto

MOORE STEPHENS



Dean's Honours Program

The Dean's Honours Program is a study program for high-achieving students that offers you financial support to complete both your Bachelor of Business degree and honours.

2016 OP/rank
2/97

QTAC code 413222 | **Campus** Gardens Point | **Duration** 3 years full time (bachelor degree) + 1 year full time (honours) | **Assumed knowledge** English (4 SA) and for accountancy, economics, finance and marketing: Maths A, B or C (4 SA) | **OP Guarantee** No | **Entry** February

Dean's Honours Program scholarship

Dean's Honours domestic students will be awarded a scholarship with a total value of \$20000 paid over the four-year program. Once you apply for the Bachelor of Business (Dean's Honours Program) course you do not need to apply separately for this scholarship.

To be eligible you must be a current Year 12 student at an Australian secondary school (or have graduated in 2015 with no other studies undertaken).

Please note that QTAC bonus ranks do not apply to this program scholarship.

Dean's Honours scholars must maintain a grade point average of 5.5 throughout their studies to retain the scholarship.

Why do honours?

An honours degree signals to potential employers that you are someone with exceptional ability, motivation and commitment to your field. It gives you the chance to further integrate the practical and conceptual knowledge gained through your degree. As an honours graduate, you can clearly demonstrate an ability to undertake rigorous independent research. Development of these skills will differentiate you from your peers in the employment market. You may even discover your potential for research work and consider the opportunity to pursue an academic career through PhD studies. A good result in your honours program provides you with direct entry into our PhD program.

Is the honours program still available if I'm not accepted into the Dean's Honours Program?

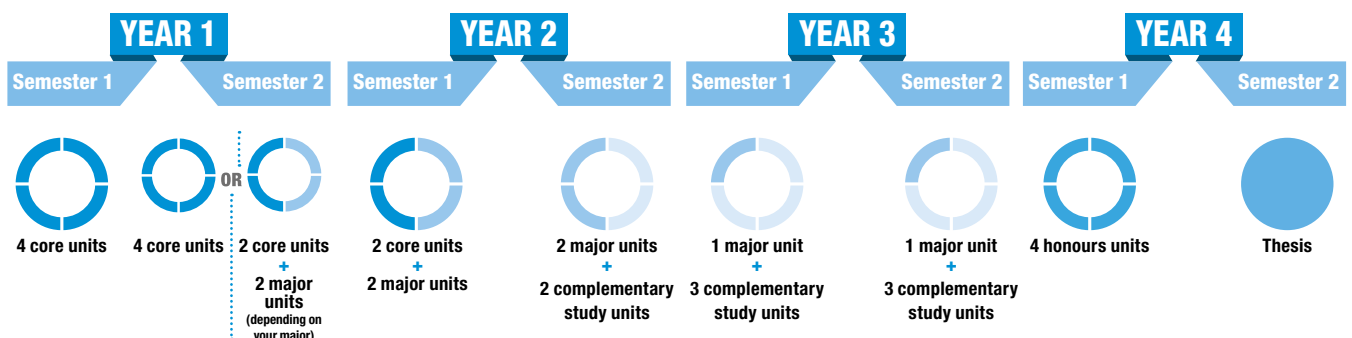
Even if you do not undertake the scholarship program, you can still complete an honours year at the end of your Bachelor of Business. Applications for honours are accepted from final-year Bachelor of Business or double degree students with a grade point average of 5.5 or higher on QUT's 7-point scale.

Scholarship information

For more information, contact the QUT Business School Scholarships and Work Integrated Learning Coordinator on 07 3138 4632, email bus.scholarships@qut.edu.au or visit www.qut.edu.au/business/scholarships

Bachelor of Business—Dean's Honours Program

This is an example of a typical course sequence:



DAVID FAIR

'The Dean's Honours Program distinguishes you from the crowd of graduates. You have the opportunity to meet other similar-minded students, and I believe this network is vital for a successful career. As a Dean's Honours graduate I am able to say that I can work in a fast-paced, high-pressure situation effectively.'



TASMIN TREZISE

Finance

'As the co-founder of a tech start-up, Tanda, I'm responsible for managing our growth, future product and leading our team. Winning the 2014 QUT Bluebox Innovation Challenge was an incredible moment that is really helping Tanda transform as a business.'

I'm lucky enough to be able to spend every day thinking about how we can innovate further to make life easier for our small business users. I enjoy challenges and find turning rough ideas into tangible commercial realities incredibly fulfilling.'



Bachelor of Business—International

2016 OP/rank
5/92

QTAC code 413402 | **Campus** Gardens Point | **Duration** 4 years full time | **Assumed knowledge** English (4 SA) and for accountancy, economics, finance and marketing: Maths A, B or C (4 SA) | **OP Guarantee** No | **Entry** February and July

Increase your global employment opportunities and develop your intercultural skills with the Bachelor of Business—International. This degree combines the three-year Bachelor of Business with one year of international studies and gives you all of the outcomes of the standard degree plus the advantages of a year of specialist international studies.

Your international study year

This degree offers options which are not available in a standard exchange program. You can design your studies to take advantage of specialist options including:

- **A language and cultural immersion**
If you are interested in developing your career in a particular country, region or culture, this option involves a year of language, culture and business studies relevant to the region of your choice.
- **Second degree program** Study with one of three specially selected partners for one year (England, France or Norway) and in doing so, qualify for their degree in addition to your QUT degree—for example, you could obtain a Bachelor of Business Administration from BI Norwegian Business School.

- **Certificate program** Some of our partners offer a certificate based on one year of studies in a related area.
- **Flexible exchange studies** Study at one of our many partner universities in a discipline area that may not be offered at QUT to enhance your QUT degree.

Employers tell us that they are looking for students with international experience. If you want to increase your employment opportunities while also enjoying the experience of travel and a new culture, then this degree is for you.

Additional course information

Grade point average

Because your degree requires you to study for one year in a different cultural living and learning environment you will need to demonstrate your academic ability in a university setting. To be eligible for the year of international studies you must maintain a grade point average (GPA) of at least 4.5 on QUT's 7-point scale.

International study year options

While we hope to accommodate your international study preference, some options may be capped based on the number of places on offer at the partner institution. You will be asked to nominate your preference in the first year of your degree, however specific options cannot be guaranteed. If you maintain the required GPA you will be able to undertake an international study year even if you do not receive your first preference.

Transferring programs

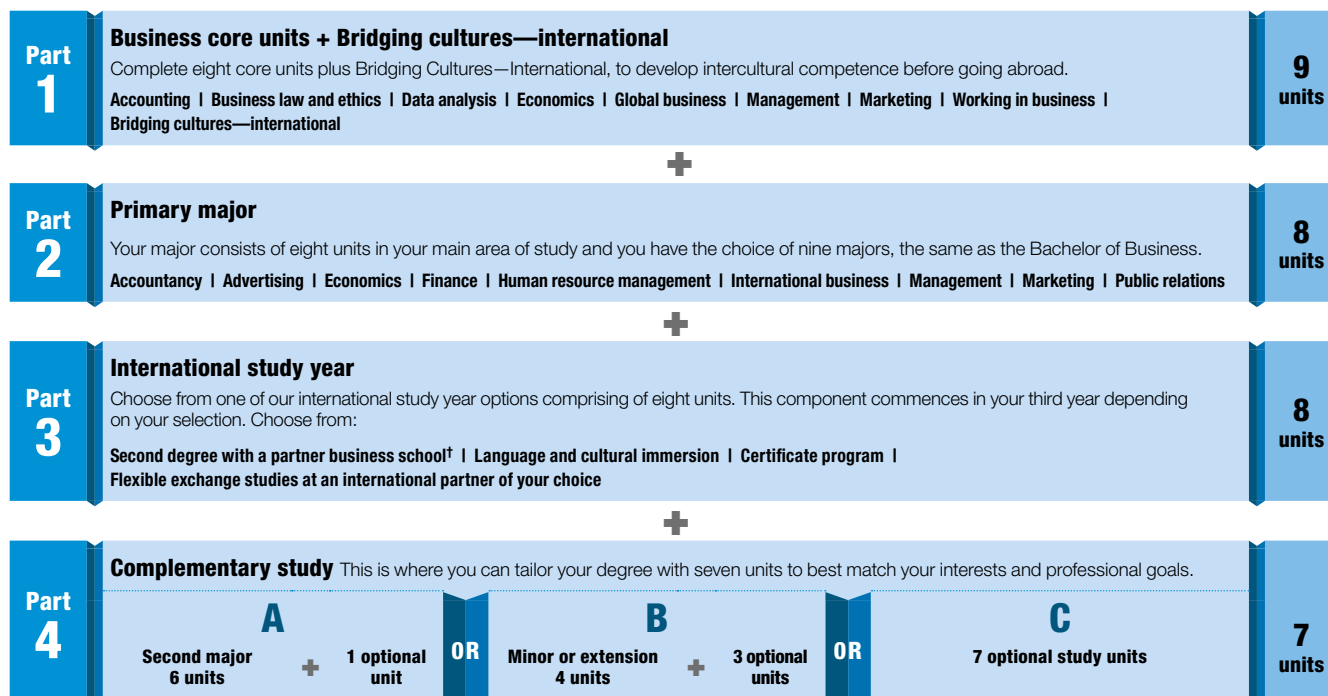
If you do not maintain the required GPA or feel you are unable to continue in the Bachelor of Business—International you will be able to transfer to the standard Bachelor of Business degree.

Additional costs

As this degree includes a year of overseas study you need to plan for all additional costs associated with travelling and living in another country. You will also be liable for the full four years of study fees at QUT, however you will not be required to pay tuition fees to the partner institution. See the course details at www.qut.edu.au/study for more information.

Your degree

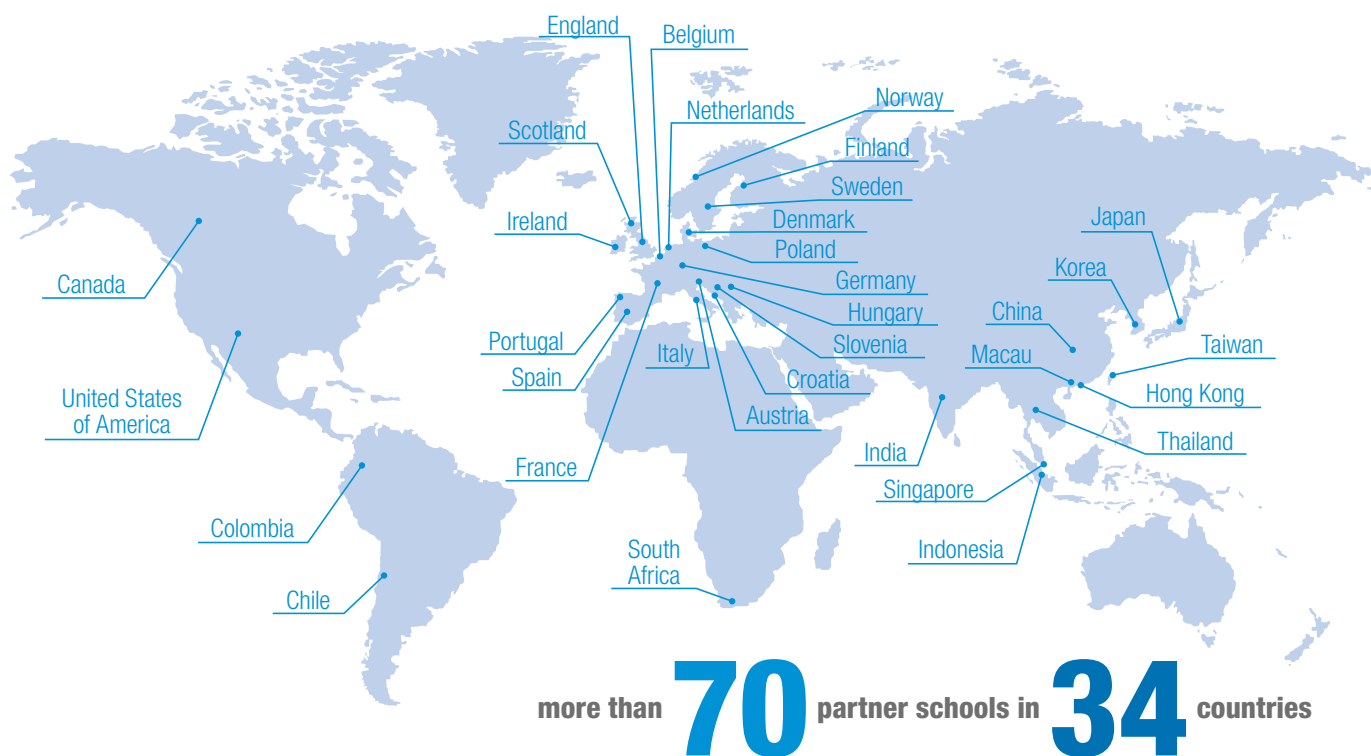
The Bachelor of Business—International is made up of **four** distinct parts over 32 units:



† Choosing the second degree option may restrict choices in Part 4.

For more details about this course including units, visit www.qut.edu.au/study

QUT Business School partners



DOLBY MATHEW

Business—International

'The beauty of studying at QUT is the endless opportunities to travel and study around the world. I recently spent time at the University of Minnesota in the USA doing a short-term program for which I gained credit for a whole elective. I had the time of my life and met some wonderful people. I can't wait for my next adventure to England.'

Bachelor of Business

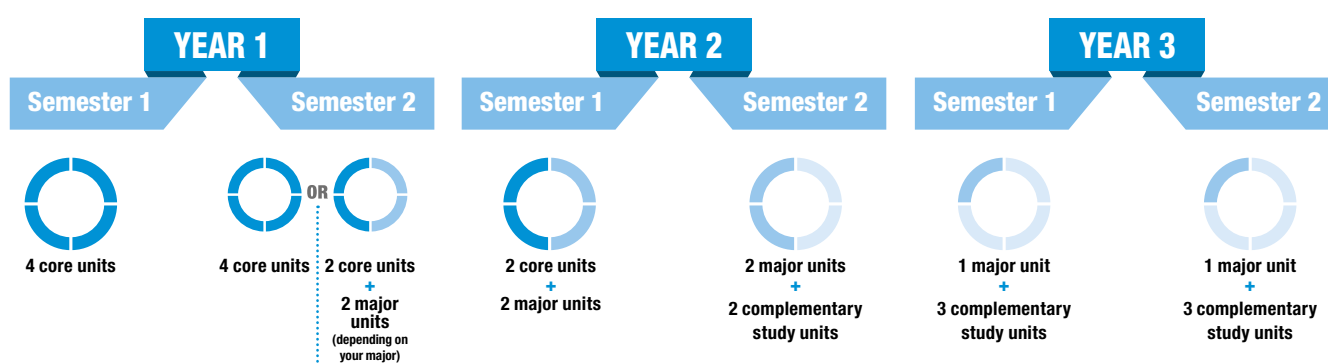
QUT's Bachelor of Business degree equips you to confidently enter the modern business world as a graduate. It combines key business research and contemporary business best practice, and sets demanding standards to create your future career options.

The Bachelor of Business has three components. The core units of study create an essential foundation for your business studies. Your choice of major will prepare you for a professional career by providing in-depth knowledge and expertise. Combined with a set of complementary study options, the Bachelor of Business will give you the flexibility to design your degree to suit your own interests and aspirations.

All nine majors in the Bachelor of Business are available at QUT's Gardens Point campus. The marketing, management and accountancy majors are also available at QUT's Caboolture campus (not available for international student entry). You will nominate your choice of campus in your application. Your letter of offer will specify the campus (i.e. Gardens Point or Caboolture) where you will study your business degree.

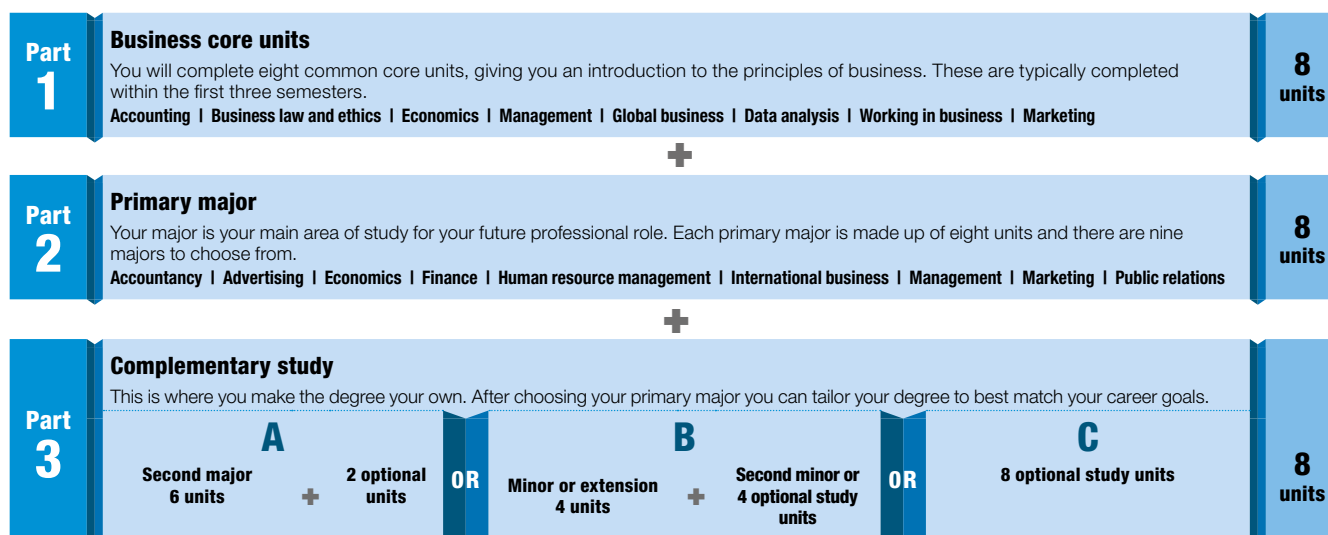
Bachelor of Business

This is an example of a typical course sequence:



Your degree

Your 24-unit business degree is made up of **three** distinct parts:



Your complementary study options:

- **second major** (six units)—a concentration in another area of business
- **extension** (four units)—gain further insights and depth in your primary area of study
- **minor** (four units each; you can choose up to two minors)—widen your focus and expand your knowledge
- **optional units** (up to eight units)—the opportunities are endless to take on new challenges, whether in business or across other disciplines.

Design your degree

Choose from the following study options to complete your 24-unit business degree. Remember, you can draw on the opportunities available across the whole university to choose your minors and optional units.

Primary majors	Extensions to primary majors	Second majors	Minors
Eight units	Four units	Six units	Four units
<ul style="list-style-type: none"> Accountancy Advertising Economics Finance Human resource management International business Management Marketing Public relations 	<ul style="list-style-type: none"> Financial services (for finance majors) Empirical finance (for finance majors) Human resource management (for human resource management majors) Management (for management majors) Marketing (for marketing majors) Professional accounting (for accountancy majors) Regulation and tax (for accountancy majors) 	<ul style="list-style-type: none"> Accountancy Advertising Business regulations Economics Finance Forensics Human resource management Integrated marketing communication International business International logistics Language Management Marketing Public relations 	<ul style="list-style-type: none"> Accountancy Advertising Applied economics Business regulation Entrepreneurship Finance Forensics Human resource management Integrated marketing communication International business International logistics Language Management Marketing Public relations Quantitative economics Superannuation and wealth management Tourism and entertainment marketing

For more information about second majors, minors and extensions see pages 32–33.

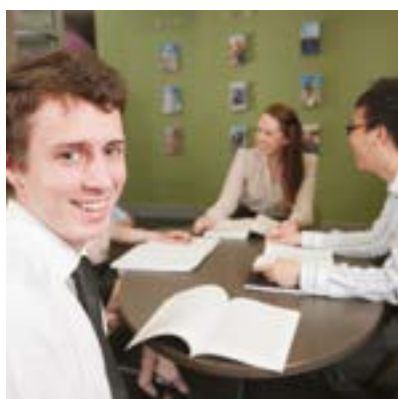
Want to start your studies mid year?

Mid year entry is available for the Bachelor of Business. For more information please see the course details at www.qut.edu.au/study

Career options

As a QUT business graduate, you can look forward to diverse career opportunities in Australia and overseas. You will be recognised by employers for your flexibility, real-world knowledge,

contemporary business skills and professional know-how. The following pages touch on the kinds of career prospects you might expect with a QUT business degree.



Accountancy

Gardens Point
2016 OP/rank
8/84

Caboolture
2016 OP/rank
15/67

QTAC code Gardens Point: 413021, Caboolture: 463021 | **Campus** Gardens Point and Caboolture |
Duration 3 years full time or 6 years part time[‡] | **Assumed knowledge** English (4 SA) and Maths A, B or C (4 SA) |
OP Guarantee Yes | **Entry** February and July[†]

Accountancy is an ideal platform for a business career. Accountants are highly employable and enjoy the benefits of an interesting profession that is recognised internationally.

In this course you will develop accounting discipline knowledge, critical and analytical thinking, and problem-solving and communication skills. With further studies you can learn more about issues facing modern businesses such as superannuation and wealth management, regulation and tax, and forensics.

We also provide you with opportunities to network with accounting professionals throughout your degree with a variety of industry engagement events such as the Pitcher Partner Seminar Series, the Deloitte Boardroom Seminar Series and the Forensic Accounting Careers Fair. These events are designed to make you job ready from day one.

You will integrate all of your knowledge in the final-year capstone project. In this simulation, you act as a professional consultant and solve unstructured problems similar to those you will encounter in your career.

If advising business in today's dynamic world sounds like an interesting challenge, then accountancy is the right career for you.

Accountancy major units

- Accountancy capstone
- Accounting systems and technology
- Audit and assurance
- Company accounting
- Financial accounting
- Financial accounting issues
- Management accounting
- Taxation law

Recommended complementary study areas*

Extension options

- Professional accounting (required for professional recognition)
- Regulation and tax

Accountancy minor options

- Forensics
- Superannuation and wealth management

Additional minor options

- Applied economics
- Finance
- Management
- Quantitative economics

Career outcomes

Accountants work in commerce and industry, public or chartered accounting firms, government organisations or as individual practitioners. Many chief executive officers and board directors have an accountancy degree.

Graduates work in positions including:

- business analyst
- business risk and governance consultant
- certified practising accountant
- chartered accountant
- chief financial officer
- financial adviser/analyst/planner
- financial project manager
- forensic accountant
- investment manager
- stockbroker
- wealth management consultant.

Professional recognition

Graduates who complete the accountancy major and the professional accounting extension* meet the academic component of requirements for membership of CPA Australia, the Chartered Accountants Australia and New Zealand (CAANZ), the Institute of Public Accountants (IPA), as well as enrolment in their respective professional programs. Graduates are also eligible for exemptions in the qualifying program for membership of the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA). Graduates who complete the accountancy major only will need to do additional units after graduation to meet these professional requirements.

Students who complete specified units under the regulation and tax extension may also meet the academic entry requirements for registration as a tax agent with the Tax Practitioners Board.

[‡] While this course is offered on a full-time and part-time basis, part-time students should note that there will be no evening classes offered at Caboolture campus.

[†] July entry for the accountancy major is available at Gardens Point campus only.

* Available at Gardens Point campus only.

For more details about this course including units, visit www.qut.edu.au/study

STUART LANDSBERG

Accountancy

'I worked at PwC as a trainee, which meant that I started straight out from high school before I began my degree at QUT.'

I chose to study accountancy at QUT because QUT's real-world attitude meant that it was a flexible option for me while working full-time. Its practical focus meant that I could apply my learnings to my job straight away.

PwC was very supportive; I was actually promoted several times while still studying and when I graduated in 2009 I was a manager at the firm already.'



BEN WALKER

Accountancy

'I've set up my own accounting firm, Inspire CA, designed with our customer in mind. We don't do time sheets, don't charge by the hour; we focus on the insight we can provide to our clients to grow their business—something very different from the bulk of the accounting industry. In 2014 I was a winner in the Anthill Online 30 Under 30, and was also named a finalist in the Brisbane Young Entrepreneur of the Year award.'

I love having the ability to help business owners and entrepreneurs really understand the numbers that drive their business. I love seeing the difference that I can make in their lives and the lives of their families.'

Economics

2016 OP/rank
8/84

QTAC code 413021 | **Campus** Gardens Point | **Duration** 3 years full time or 6 years part time | **Assumed knowledge** English (4 SA) and Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February and July

Economics is more than just a business discipline—it is a way of looking at the world. It provides us with tools to effectively manage important issues such as unemployment, inflation, interest rates, competition, business strategy, the sustainable use of resources, and the impact of decisions made by governments. An understanding of economics is essential to understanding real-world issues and finding real solutions.

Within the corporate world, economists work as analysts and consultants. Economists guide the strategic direction of firms to respond to changes in global economic conditions, structural changes within the sector or changes in government policy. In government, economists design and evaluate policy at all levels—from treasury to health to education, and everything in between.

QUT's economics major meets contemporary business needs with two streams available for your choice—a quantitative stream and a policy (applied) stream. Both streams will ensure you gain expertise in understanding and applying economic concepts. The quantitative stream provides training in econometrics (the key modelling tool used by economists), as well as game theory and behavioural economics. Alternatively, students may specialise in the public policy stream which incorporates units in environmental economics, economics of the real world and international economics.

You can also choose an economics minor to complement almost any business major. An economics minor gives you the opportunity to develop your analytical and strategic thinking skills and gain a wider understanding of economics to enhance your employability. To ensure the best fit with your chosen business major, there is a choice of two economic minors focusing either on quantitative economics or the policy applications of economics.

Economics major units

- Economics 2
- Intermediate macroeconomics
- Intermediate microeconomics
- Contemporary application of economic theory (capstone unit)

Plus any four of the following:

Applied economics units

- Economics for the real world
- Environmental economics and policy
- Financial markets
- International economics

Quantitative economics units

- Applied behavioural economics
- Game theory and applications
- Introductory econometrics
- Quantitative methods for economics and finance

Recommended complementary study areas

Second major and minor options

- Finance
- International business
- Language
- Management
- Marketing

Additional minor options

- Accountancy
- Business regulations

Career outcomes

You will be employable in a variety of settings from a range of government, treasury, policy and economic development roles, to manufacturing, transport, communications, banking, insurance and investment.

Graduate positions include:

- business analyst
- business consultant
- private and public sector economist
- public sector manager.

Professional recognition

You will meet the academic requirements for professional membership of the Economics Society of Australia.



JACOB FELL

Economics

'The work I do with ACT Treasury uses the communication and analytical skills I gained during my economics major at QUT.'

The economics major at QUT prepared me for my current role and provided the analytical foundation that I can build on into the future. My degree has opened the door for further studies and career opportunities in both the public and private sector. The honours program gave me the opportunity to work closely with other researchers and QUT academics in gaining valuable experience that set me apart from other job applicants.'

Finance

2016 OP/rank
8/84

OTAC code 413021 | **Campus** Gardens Point | **Duration** 3 years full time or 6 years part time | **Assumed knowledge** English (4 SA) and Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February and July

Finance is a dynamic field, focusing on the borrowing, lending and investing of money by individuals, financial institutions, businesses and government organisations. Professional financiers administer the finance function of organisations, analysing and interpreting information to assess their needs and provide advice.

With a degree in finance you will develop the skills to analyse business portfolios and provide recommendations for best financial returns. The degree provides you with the opportunity to listen to real-world practitioners as they explain how the value of investments changes over time.

You will learn core concepts and skills in finance related to project evaluation, capital structure, security analysis and pricing, portfolio management, international finance and risk management.

Throughout this course you will take part in hands-on projects including capital investment appraisal, firm valuation, portfolio allocations and risk management using up-to-date information from our Securities Dealing Room.

Students who are keen to gain a deeper understanding of finance should consider enrolling in one or both of the finance extensions. The empirical finance extension develops students' advanced technical and research skills and is a useful foundation for students considering honours. The financial services extension

is designed for students considering a career in the banking and financial services sectors.

If you are fascinated by foreign investment, exchange rates, stock market fluctuations or corporate finance, consider finance.

Finance major units

- Corporate finance
- Economics 2
- Finance 1
- Finance capstone
- Financial markets
- International finance
- Investments
- Risk management and derivatives

Recommended complementary study areas

Extension options

- Empirical finance
- Financial services

Second major and minor options

- Accountancy
- Economics
- International business
- Management

Additional minor options

- Applied economics
- Quantitative economics
- Superannuation and wealth management

Career outcomes

Financial management skills are in demand by businesses of all kinds.

The skills you develop in this course will prepare you for a variety of career paths including investment strategy, financial portfolio management, stock analysis or even corporate borrowing and managing foreign exchange risk.

Graduate positions include:

- financial analyst
- commercial banker
- investment manager
- financial markets dealer.

Professional recognition

Graduates of the finance major meet the academic requirements for associate membership of the Financial Services Institute of Australasia.

Securities Dealing Room

QUT's Securities Dealing Room gives you access to data from Bloomberg, providers of financial data to many of the world's financial institutions. This comprehensive set of data on companies, commodities and economies will allow you, in your final-year project work, to conduct real-world financial analysis with the theories you have learned.

DANIELLE SUN

Finance

'Studying finance at QUT taught me the valuable technical knowledge and practical skills I use every day in my role in PricewaterhouseCoopers' Corporate Advisory and Restructuring team. I love the challenges and variety of what I do—there is no such thing as a typical day and I find the diversity one of the most rewarding aspects of my job.

QUT inspired my passion for learning and gave me the confidence to embrace any given task. The opportunity to have interesting conversations with intelligent and knowledgeable lecturers was really rewarding and enjoyable. I was touched by the lecturers' dedication and passion for teaching, and their endless support for their students.'



Management

Gardens Point
2016 OP/rank
8/84

Caboolture
2016 OP/rank
15/67

QTAC code Gardens Point: 413021, Caboolture: 463021 | **Campus** Gardens Point and Caboolture | **Duration** 3 years full time or 6 years part time[□] | **Assumed knowledge** English (4 SA) | **OP Guarantee** Yes | **Entry** February and July

Management is a crucial activity in organisations of all kinds and is fundamental to success in business. Management skills can be applied in all occupations and industries, providing the widest possible employment prospects.

The management major provides analytical, strategic and operational skills, and detailed knowledge of the contemporary business environment. You will develop skills in creative thinking, decision making, leadership, communication and negotiation, and gain a thorough understanding of operations and change including how to adapt yourself and your team to manage projects and organisations. These skills are essential in building a successful career in management.

During your course you will hear from real-world managers. You will also develop your understanding of intercultural communication and negotiation, and learn how to manage in a dynamic business environment.

In a series of units specific to this major you will develop a skill set to help you succeed as a business manager. You will focus on entrepreneurship and entrepreneurial thinking to enhance your business planning capabilities. You will consider business start-ups and how to make them succeed. From there, you will expand your knowledge into managing business growth and investigate how companies seek advantages over their competitors.

In your capstone unit you will develop a project management plan that demonstrates your knowledge in order to reach the project goals and those of the organisation while addressing the challenges of time, costs, risk and resources.

If you find problem solving, decision making, achieving targets and motivating people to improve the effectiveness, efficiency and profitability of a business appealing, this might be the path for you.

Management major units

- Entrepreneurship and innovation
- Intercultural communication and negotiation skills
- Leading organisations
- Managing business growth
- Managing operations
- Project management
- Strategic management
- Sustainability in a changing environment

Recommended complementary study areas

Extension option

- Management

Second major and minor options

- Accountancy
- Economics
- Finance
- Human resource management
- International business
- International logistics
- Language
- Marketing

Career outcomes

Graduates find work in a variety of organisations from start-ups to large companies and the public sector. Some positions include:

- business development manager
- management consultant
- project officer
- entrepreneur
- team leader.

Professional recognition

You will meet the requirements for membership of the Australian Institute of Management.



[□] While this course is offered on a full-time and part-time basis, part-time students should note that there will be no evening classes offered at Caboolture campus. For more details about this course including units, visit www.qut.edu.au/study

MEG BARRETT

Human resource management

'I really like working with people and solving problems. I feel that a managerial position would offer these challenges. I chose QUT because it has a great reputation and offered so many opportunities, especially in the business degree, to tailor your degree to suit you.'

From my experience, the lecturers are very aware of how students learn best. When the content was particularly difficult they provided real-life examples and extra information to assist us.'



KIMBERLEY SARGENT

Management

'After completing my study at QUT, I had all the fundamentals I needed to hit the ground running and do what I do today. My management degree at QUT helped me land an amazing job in London, managing workplace change for global clients at one of the world's largest property and investment companies.'

To hear more of Kimberley's story visit the Graduate Success playlist at www.youtube.com/TheQUTube



Human resource management

2016 OP/rank
8/84

OTAC code 413021 | **Campus** Gardens Point | **Duration** 3 years full time or 6 years part time | **Assumed knowledge** English (4 SA) | **OP Guarantee** Yes | **Entry** February and July

New technologies, changing economic conditions, increasing workforce diversity and an emphasis on work-life balance are all contributing to a profound evolution in the nature of work and the challenges of managing contemporary organisations. Human resource management is concerned with all aspects of managing people in organisations.

The human resource management professional is responsible for an organisation's most valued assets—the people working there.

You will learn from real-world lecturers about the skills required when managing people in organisations including recruitment, performance and reward systems, employment relations and staff development.

You will also be equipped with an understanding of the legal context for employment relationships, and understand both individual and organisational behaviours and responsibilities.

You will explore and critique real-world cases and projects, develop strategic policies for organisations, and analyse, diagnose and provide recommendations for implementing organisational change.

In your capstone unit, Personal and Professional Development, you will acquire knowledge in the areas of self-management and the management of others to contribute to organisational performance. You will also develop personal, interpersonal and group skills

as a way to apply the knowledge base you have gained throughout your studies in professional settings.

If you are interested in helping others reach their full potential and believe that work life should be satisfying and fulfilling, you are on track for a career in human resource management.

Human resource management major units

- Contemporary employment relations
- Human resource decision making
- Human resource issues and strategy
- Leading organisations
- Learning and development in organisations
- Performance and reward
- Personal and professional development
- Recruitment and selection

Recommended complementary study areas

Extension option

- Human resource management

Second major and minor options

- Economics
- International business
- Language
- Management
- Marketing
- Public relations

Additional minor option

- Entrepreneurship

Career outcomes

Your degree will position you for a career that may include contributing to staff attraction, retention, learning and development and organisational change, or consultancy. You will be ready for a career leading the people dimensions of organisations, both strategically and operationally.

Graduates hold positions such as:

- employee relations adviser
- human resource manager/officer
- recruitment consultant
- training and development adviser
- workforce planning manager.

Professional recognition

This program is accredited through the Australian Human Resources Institute. You will also be eligible to join the Australian Institute of Management and the Australian Institute of Training and Development.



KATRINA MATTHEWS

Human resource management

'I have always had a passion to develop and grow my people management skills in order to better understand the role of the employee and the organisation. My current position as HR consulting coordinator in Davidson HR Consulting is both stimulating and incredibly diverse. I am able to assist in the delivery of complex HR projects throughout the whole employee life cycle from implementing tools such as psychometric assessment in recruitment and selection, through to career transition. The verbal and written communication skills that I have acquired from my studies at QUT have been instrumental to my success in my current role, and will continue to be a great asset to me in the future.'

AWARD-WINNING STAFF

Professor Gayle Kerr— School of Advertising, Marketing and Public Relations

Gayle has always had a passion for advertising. She was the first non-US academic to win the American Academy of Advertising Billy I Ross Award for Education. In 2013, Gayle was recognised with an Australian Award for University Teaching for leading programs such as the advertising challenge, AdSpace, and developing the first digital advertising unit in Australia. Her passion for advertising continues to grow by providing students with engaging real-world connections and interactions.



Photo courtesy of Geddy Mink.

TEACHING EXCELLENCE

Associate Professor Tommy Tang— School of Economics and Finance

Widely recognised for his teaching skills, Tommy has recently received an Australian Learning and Teaching Council Teaching Excellence Award. Tommy instils passion and curiosity in his economics students through the use of real-life examples, integration of students' prior knowledge and interactive classes, and creates a friendly and supportive learning environment. As recognition of his expertise in economics education, he has been appointed to sit on the Australian Government Office for Learning and Teaching Economics Standards Working Party.



Advertising

2016 OP/rank
8/84

QTAC code 413021 | **Campus** Gardens Point | **Duration** 3 years full time or 6 years part time | **Assumed knowledge** English (4 SA) | **OP Guarantee** Yes | **Entry** February and July

QUT offered the first comprehensive advertising degree in Australia, and it is still a leader in its approach to innovative advertising education. This real-world program covers all areas of advertising operations including account management, planning, media, creative and digital. It connects strongly with the advertising industry on a local level and with the advertising discipline internationally.

In this course, you will learn about the theory and practice of advertising, develop the technical understanding to undertake market and audience research, and delve into the psychological habits of the consumer.

You will also develop tactical skills in the key professional areas of advertising copywriting and media planning. On a more strategic level, you will learn about creating advertising campaigns and managing client–agency relationships.

In the capstone unit, Advertising Campaigns, you will work as part of a team to create a real-world advertising campaign. You will research a client's advertising problem, identify strategies to solve it and deliver the creative solutions.

Studying advertising at QUT will equip you to begin a successful career in the creative and demanding world of advertising.

Advertising major units

- Advertising campaigns
- Advertising copywriting
- Advertising management
- Advertising theory and practice
- Consumer behaviour
- Digital portfolio
- Marketing and audience research
- Media planning

Recommended complementary study areas

Second major and minor options

- Integrated marketing communication
- International business
- Language
- Management
- Marketing
- Public relations

Additional minor option

- Tourism and entertainment marketing

Career outcomes

QUT has a longstanding reputation for producing highly employable graduates. Our alumni work around the world in a range of rewarding careers in advertising including:

- account executive
- advertising professional
- copywriter
- creative writer
- digital strategist
- media buyer
- media industry specialist
- planner
- publishing professional
- research assistant.

Professional recognition

You will meet the requirements for membership of:

- the Account Planning Group Australia
- the Australasian Writers and Art Directors Association
- the Australian Direct Marketing Association
- the Communications Council
- Youngbloods and nGen
- Media Federation of Australia
- the Brisbane Advertising Association.



BRENDAN GRAHAM

Advertising

'QUT courses are incredibly flexible and allow you to take control of not only your studies, but also the career choices you make while studying. QUT lecturers helped me to develop contacts within the advertising industry and they supported my participation in award shows. QUT even sent me to Shanghai to participate in a global advertising conference and let me intern in Singapore as part of my course. I still leverage the contacts I made, and still keep in touch with the staff at QUT who helped shape my career.'

Marketing

Gardens Point
2016 OP/rank
8/84

Caboolture
2016 OP/rank
15/67

QTAC code Gardens Point: 413021, Caboolture: 463021 | **Campus** Gardens Point and Caboolture | **Duration** 3 years full time or 6 years part time[□] | **Assumed knowledge** English (4 SA) and Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February and July

Marketing plays a pivotal role in business strategy and is in a constant state of evolution. Successful brands such as Google, Apple and Cadbury rely heavily on marketing programs to ensure they stay in front of competitors and in the minds of customers.

Marketing creates value—for customers, shareholders and society as a whole. It does this by creating an alignment between what consumers value and what organisations offer. It provides techniques that help firms to better understand the needs, preferences and perceptions of their customers (a prerequisite to adding value to them) and ways of using that understanding to focus the value-creating and communicating activities of the firm into areas where they will be most effective.

You will gain a thorough understanding of the marketing mix, from products and services to the not-for-profit area of business. You will learn about the fast-changing world of eMarketing and integrated marketing communications through the use of case studies from industry. You will learn how to analyse consumer behaviour and design and use market research.

You will apply your knowledge of marketing principles to industry-focused, real-world scenarios, allowing you to learn strategic marketing concepts such as brand portfolio, segmentation and positioning strategies, as well as operational marketing.

You will have the opportunity to test your skills and knowledge in a simulated environment and take a marketing plan from concept to implementation. With a team, you will create a real product, and devise and implement a detailed marketing plan to sell your product to other students at market days.

Work placement opportunities in consultancies, corporate settings, government and community groups are available. You will also have access to events run by professional bodies such as the Australian Marketing Institute, as well as opportunities to create your own career networks.

Marketing major units

- Consumer behaviour
- Digital portfolio
- Integrated marketing communication
- International marketing
- Marketing and audience research
- Marketing planning and management
- Services marketing
- Strategic marketing

Recommended complementary study areas

Extension option

- Marketing

Second major and minor options

- Advertising
- Economics

- Integrated marketing communication
- International business
- International logistics
- Language
- Management
- Public relations

Additional minor option

- Tourism and entertainment marketing

Career outcomes

QUT has been a leader in marketing education for more than 20 years. Our graduates work as marketing professionals around the world in positions such as:

- brand manager
- business development manager
- digital marketer
- market researcher
- marketing communications officer
- product manager
- social media specialist
- strategic marketing consultant.

Professional recognition

You may meet the requirements for membership of the Australian Marketing Institute, the Market Research Society of Australia, the Australian Institute of Management, the American Marketing Association and the Australian Institute of Export.

JOEL DAUBER

Marketing

'Working in category development I provide in-depth analysis and insights about how products are performing in stores and what may be influencing their performance. I have always been interested in the interaction shoppers have with products. Monitoring and analysing consumer behaviour in store then creating ways to influence or change this behaviour is always challenging.

QUT made me realise what my passion was and at the same time prepared me to work in this industry. The lecturers and tutors have a real passion for what they do and the subjects they work on. There is plenty of theory I learnt at QUT that I later used at Nestle in presentations to major Australian retailers.'



[□] While this course is offered on a full-time and part-time basis, part-time students should note that there will be no evening classes offered at Caboolture campus. For more details about these courses including units, visit www.qut.edu.au/study

Public relations

2016 OP/rank
8/84

OTAC code 413021 | **Campus** Gardens Point | **Duration** 3 years full time or 6 years part time | **Assumed knowledge** English (4 SA) | **OP Guarantee** Yes | **Entry** February and July

No two days are the same in the exciting and challenging world of public relations. A public relations career can take you from publicising a new movie, to launching a social media campaign, improving relationships with customers, or developing a government safety campaign. Public relations is critical to success in business as it helps organisations build and protect their reputation and relationships with the community, employees and other stakeholders.

Your public relations course brings the real world into the classroom. You will learn how to build organisational relationships, write for, and liaise with, the media, and make public relations decisions across the corporate, government, agency and not-for-profit sectors.

What is distinctive about public relations at QUT is that the course builds two career paths: public relations in-house practitioner and public relations consultant. In the in-house practitioner path your final year at QUT develops your skills to become a public relations manager, and be able to manage issues, respond to public opinion and work to protect reputations for real-world organisations. In the public relations consultant path, your final year at QUT involves a project where you pitch an idea to a real-world client and prepare a campaign to address their needs.

You will graduate with a portfolio of work to demonstrate your skills and potential to employers. Work placement opportunities

in consultancies, government, corporate settings and community groups are available. You will also have access to events run by professional bodies such as the Public Relations Institute of Australia, as well as opportunities to create your own career networks. A public relations degree at QUT can take you anywhere in the world.

Public relations major units

- Global public relations cases
- Introduction to public relations
- Issues, stakeholders and reputation
- Marketing and audience research
- Public relations campaigns
- Public relations management
- Public relations planning
- Public relations techniques

Recommended complementary study areas

Second major and minor options

- Advertising
- Finance
- Human resource management
- Integrated marketing communication
- International business
- Language
- Management
- Marketing

Additional minor option

- Tourism and entertainment marketing

Career outcomes

QUT's public relations course is well recognised for educating industry professionals. This means you will enter an industry which has an established network of QUT graduates currently working around the world in positions such as:

- community relations officer
- corporate affairs manager
- corporate relations executive
- media adviser or press secretary
- media and communications officer/manager
- public relations consultant/manager
- publicist
- stakeholder relations adviser/manager.

Professional recognition

This course is accredited by the industry's peak professional body, the Public Relations Institute of Australia, which provides access to professional education and career opportunities. QUT maintains strong links with this body and a number of our teaching staff have held executive positions.



INGA TRACEY

Public relations

'As publicity manager at Queensland Performing Arts Centre, I work on a variety of shows from dance and theatre, to orchestral and festivals. I thrive on the variety of responsibilities and tasks that are part of my role including writing, logistics, artist management, developing creative ideas and working with media, producers and marketing colleagues. At QUT, I really enjoyed working on real-world projects and relating what I had learned in the classroom to the real business world. I was also able to tailor my business degree, choosing elective units that helped to prepare me for my chosen career path.'

International business

2016 OP/rank
8/84

QTAC code 413021 | Campus Gardens Point | Duration 3 years full time or 6 years part time | Assumed knowledge English (4 SA) |
OP Guarantee Yes | Entry February and July

International business skills are in high demand. International firms require people with insight into the complexities of global regulations, management of cultural differences, knowledge of different buying preferences, global transport options and ethical behaviours. This course will enable you to build this expertise.

QUT's international business major is distinguished by an emphasis on industry skills covering trade procedures, logistics, negotiation techniques, languages, regional understanding and offshore business strategies. You can take advantage of opportunities to complete study overseas and use your learned skills in industry placements locally.

You will gain the required skills and knowledge from a range of business disciplines including marketing, management, finance, accounting and logistics. You will learn about the international aspects of importing and exporting, communication and negotiation, accounting, logistics and marketing, and develop the strategic know-how required to manage in a global commercial environment.

You will explore real business cases where the planning, decision making and strategic management required for these highly competitive global operations are examined. If you are interested in how business operates in many markets around the world and would like to open yourself up to career options in global industry, consider study in international business.

International business major units

- Finance for international business
- Importing and exporting
- Intercultural communication and negotiation skills
- International accounting
- International business in the Asia-Pacific
- International business strategy
- International logistics
- International marketing

Recommended complementary study areas

Second major and minor options

- Economics
- Finance
- International logistics
- Language
- Management
- Marketing

Additional minor options

- Applied economics
- Business regulations
- Entrepreneurship
- Quantitative economics
- Tourism and entertainment marketing

Career outcomes

Graduates find work as international business professionals in Australia or overseas, or combine this major with study in another area to promote their global professional mobility. Our graduates have found success in roles such as:

- customs and freight forwarding
- export and import manager
- international banking and finance executive
- international business specialist
- supply chain manager or procurement specialist.
- trade negotiations.

Professional recognition

You may be eligible for membership of the Australian Institute of Export, the Supply Chain and Logistics Association of Australia and the Chartered Institute of Procurement and Supply Australasia, depending on the units chosen.

NATHAN MERRIWEATHER

International business

Nathan works as operations manager at Seabridge Pty Ltd.

'I always wanted to work in business across international borders. After finishing my degree I obtained work experience with a multinational logistics provider and have been in the international logistics industry ever since.

The pressure to meet deadlines and provide cost and service benefits to clients while ensuring profitability maintained my interest in the early stages of my career. QUT provided me with a vast understanding of the business must haves. This enabled me to hit the ground running when beginning my career with a broad appreciation of international business principles.'



Second majors, minors and extensions

Business second majors and minors offer you the flexibility to combine your major with additional areas of study. Extensions are offered in some majors to give you further depth within your study area.

How does a second major work?

A second major is a sequence of six specified units in a study area. You can choose a complementary second major from any of the business major study areas, plus many other specialised areas, as outlined below. Subject area coordinators and school staff can help you choose second majors.

Minors and extensions

A minor combines your major with a second complementary area of study. Extensions provide further depth in your primary major study area. Minors and extensions comprise only four units within a study area. This gives you flexibility to choose up to four other optional units of interest from business or across the university to complete your business degree. Or you can choose to study a second minor.

Choose from these primary major study areas as second majors or minors

You can choose to do a six-unit second major or a four-unit minor in any of the primary major study areas listed below (excluding your primary major):

- Accountancy
- Advertising
- Economics[†]
- Finance
- Human resource management*
- International business
- Management*
- Marketing*
- Public relations.

Refer to pages 20–31 for information on each of these areas.

Other second majors

Business regulations

Organisations operate in an increasingly complex and regulated environment that business graduates should understand and be able to interpret. The business regulations second major or minor for non-accountancy students has been designed to cover key laws and regulations affecting organisations. These include taxation law, corporations law, superannuation, governance and financial planning. Units dealing specifically with workplace and industrial relations are also included in this second major.

Business regulations second major units

- Advanced taxation law
- Contemporary employment relations
- Performance and reward
- Taxation law

Plus two units from:

- Corporations law
- Financial services regulation and law
- Governance, fraud and investigation
- Law of business entities
- Personal financial planning
- Superannuation, regulation and practice.

Forensics

Forensics is one of the fastest growing areas of business. This second major or minor will develop your skills in understanding business technologies and their impact on business operations. Forensics also develops skills and knowledge in analysing data using business intelligence and forensic analysis processes that assist in preventing fraud, and understanding legal issues associated with the use of technologies.

Extending your knowledge in forensics will prepare you to work in industry and government, or a professional services firm. Many accounting and insolvency firms have a forensics division which looks at dispute resolution, fraud investigation and prevention, computer forensics and preventions, and computer forensics

and litigation defence services. Forensic skills are in demand in managing complex business operations and making important business decisions.

Forensics second major units

- Business in the cloud
- Forensic and business intelligence
- Forensic digital analysis
- Governance, fraud and investigation

Plus two units from:

- Accounting systems and technologies
- Business analysis
- Data and information integration
- Data and web analytics
- Enterprise systems configuration
- Social enterprise.

Logistics

Logistics and supply chain management underpin the modern global economy and address the real challenges of physically and efficiently delivering materials, products and services to businesses and consumers around the world. The solutions provided by logistics support our global economy as businesses search for more efficient and better operational solutions in their business practices. The logistics second major or minor will develop the knowledge, values and skills necessary for the use of logistics in contemporary organisations.

Logistics second major units

Choose six units from:

- Importing and exporting
- International logistics
- Internship
- Logistics operations
- Managing operations
- Purchasing and procurement
- Strategic procurement.

[†] Students wishing to complete a minor in economics can choose either applied economics or quantitative economics.

* Also available as an extension to students in the same major with substitute units.

Integrated marketing communication

Integrated marketing communication (IMC) focuses on the strategic integration of the functions of public relations, advertising, promotion and direct marketing to achieve brand equity and increase the effectiveness of promotional communications with target audiences.

You will be equipped to confront the fragmentation of mass markets, the explosion of new technologies that give consumers more control over the communication process, the emergence of global markets, and rapid changes in economic conditions within which organisations operate. As a second major or a minor, IMC will complement marketing, public relations or advertising majors. Adding a stronger emphasis on communications skills will see you well positioned to work in a variety of industries, whether your interests lie in consumer goods, service industries, the public sector or charity organisations.

Integrated marketing communication second major units

- Advertising theory and practice
- Brand management
- Digital portfolio
- Entertainment marketing
- Integrated marketing communications
- Introduction to public relations.

Language studies

Language proficiency is an asset when competing for a career in a globalised economy, and multilingualism is vital to the economic and cultural health of Australia. Through the study of a language, you will have the opportunity to develop global knowledge, cross-cultural understanding and foreign language skills. For information about your options to study a language, visit www.qut.edu.au/languages

Languages offered include:

- | | |
|--------------|------------|
| • French | • Korean |
| • German | • Mandarin |
| • Indonesian | • Russian |
| • Italian | • Spanish. |
| • Japanese | |

You can use minor and extension study areas to complement your primary major

Primary major study areas as extensions

A four-unit extension is available in the four primary major study areas of management, human resource management, finance and marketing. See pages 23, 24, 26 and 29 for more information.

Applied economics

This minor for non-economics majors focuses on the application of economic principles to current social and environmental issues.

Entrepreneurship

Innovation is essential to ensure success. This minor provides exposure to the new venture creation process and an understanding of the skills, knowledge and experience required to be a successful entrepreneur. The units are designed to give you an opportunity to develop your own creative skills while applying principles of management, marketing and finance to the challenges of starting a new business, growing a business, or managing a high-technology or family business.

Financial services

This extension for the finance major consists of four units designed to prepare you for a banking career and general financial services employment. Advanced applied knowledge will be obtained in the areas of financial planning, debt portfolio management and banking.

Empirical finance

This extension for the finance major develops your advanced technical and research skills by applying them to advanced aspects of finance. You will develop a greater understanding of the theories and practices of modern finance. Studies in this area are the precursor to the finance honours program.

Professional accounting

This extension for accountancy majors contains additional units to provide further depth in your accountancy studies. It enables you to meet the academic component of the requirements for professional recognition with CPA, CAANZ, ACCA and IPA and signals commitment within your chosen field to employers.

Forensics

Available for study by any business student, this minor will develop your knowledge, and technology and analytical skills to identify indicators of poor corporate governance, mismanagement, misrepresentation of financial statements and fraud. The demand for forensic skills by the corporate world makes this minor a very attractive option.

Quantitative economics

This minor is particularly suitable if you want to develop quantitative modelling skills that are transferable to other fields such as finance and accounting. The minor is designed for non-economics majors.

Regulation and tax

This extension for accountancy majors prepares you for advisory roles across a range of business-related matters including tax planning and consulting, company secretarial matters, business planning and structuring, superannuation fund services, and wealth creation and management.

Superannuation and wealth management

Wealth management is a major Australian industry. With knowledge and understanding of superannuation, financial planning and the regulatory framework in which they operate, this minor offers you vital skills for the financial sector and opportunities in this exciting career area.

Tourism and entertainment marketing

If you are interested in either of these economically important areas, you should consider this minor as an integral part of your business degree. Both the tourism and entertainment industries employ large numbers of business graduates, and both areas provide interesting and satisfying career paths both locally and internationally.

Give yourself the competitive edge with your widespread knowledge and skill base. The opportunities are many—combine your business degree with a degree in creative industries, engineering, health, information technology, law, mathematics, psychology or science.

The advantages of a double degree

Completing a double degree broadens your knowledge and career choices, enables you to tackle interdisciplinary problems and better prepares you for a career in a fast-changing, complex world.

With your double degree you will expand your employment options, making this one of the best investments you can make.

Course length

Most double degrees are completed in four to five years.

For detailed course information visit www.qut.edu.au/study

Business and creative industries

Bachelor of Business/Bachelor of Creative Industries

2016 OP/rank
Gardens Point/
Kelvin Grove
8/84

2016 OP/rank
Caboolture
NEW

QTAC code Gardens Point/Kelvin Grove entry: 409182, Caboolture entry: 469182# | **Campus** Gardens Point, Kelvin Grove and Caboolture# | **Assumed knowledge** English (4 SA) and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

This double degree will equip you for an inspiring career in the growth and development of creative industries.

Creative businesses continue to establish themselves worldwide so not only will you be able to use this degree globally, but your combined skills and knowledge will also enhance your value to traditional as well as creative businesses.

You will complete six Bachelor of Creative Industries core units as well as one creative industries major and two elective units. Your business degree component includes eight business core units and eight business major units.

Some of the combinations of business and creative industries include:

- media and communication with advertising
- film, television and screen with marketing
- creative and professional writing with public relations.

Career outcomes

Graduates work in a diverse range of interesting careers, taking on positions such as:

- entertainment industries producer
- events manager
- creative entrepreneur
- social media marketer.

Career outcomes will depend largely on the choice of major or specialisation undertaken within creative industries.

Please refer to the creative industries undergraduate course guide for details about your intended creative industries major or check the course details at www.qut.edu.au/study



This double degree will be offered for entry at Caboolture campus in 2017 subject to final university approval. Students must complete their first year at Caboolture. Second and later years are undertaken at Kelvin Grove and either Caboolture or Gardens Point campuses depending on the student choice of business major. Visit the online course information at www.qut.edu.au/study



SOPHIE JAMES

Marketing and creative industries

'I'm studying a double degree in business and creative industries, majoring in marketing, and media and communication. These degrees are very interesting to me and offer quite a broad range of job prospects upon graduation. Both of these fields of work are currently expanding and becoming dominant in the market. In particular, creative industries is an ever-changing area which I find exciting.

QUT has a very hands-on way of learning that does not simply teach you theory, but how to apply these theories to everyday life and work. The assignments help to relate theory to the real world and situations that could actually happen in the workplace.'

Bachelor of Business/Bachelor of Fine Arts

Creative and Professional Writing	Drama	Interactive and Visual Design	Visual Arts
2016 OP/rank 8/84	2016 OP/rank 8/84	2016 OP/rank 8/84	2016 OP/rank see additional entry requirements
QTAC code 409432 OP Guarantee Yes	QTAC code 409952 OP Guarantee Yes	QTAC code 409312 OP Guarantee Yes	QTAC code 409682 OP Guarantee No

Campus Gardens Point and Kelvin Grove | **Duration** 4 years full time | **Assumed knowledge** English (4 SA) and for accountancy, economics, finance, and marketing: Maths A, B or C (4 SA) | **Entry** February

Why choose this course?

This combined degree opens up a wide range of creative and business careers.

You will graduate not only with advanced technical and creative skills, but also with highly developed business knowledge to set you apart from the rest.

Immerse yourself in the fine arts major with up to 16 discipline units and gain in-depth knowledge in your specialisation. Your business degree component comprises eight business core units and eight business major units.

Career outcomes

Graduates work in a diverse range of interesting careers, taking on positions such as:

- art project manager
- arts administrator
- creative writer
- multimedia designer
- performing arts marketing officer/manager
- publishing professional
- stage manager
- visual arts specialist.

Additional entry requirements

Applicants for the visual arts double degree will be selected on the basis of their portfolio and interview.

As well as applying to QTAC you must lodge your portfolio with QUT by 9 September 2016. A \$65 service fee applies. For further information please visit www.qut.edu.au/additional-entry or phone 07 3138 8114.

PHOEBE YOUNGER

Marketing and fine arts

'I am a great advocate for double degrees due to their practical nature and versatility. They not only broaden your career options but give you an added point of difference which proves invaluable in the workplace. I am fortunate enough to be working as a digital marketing coordinator for one of the world's most famous luxury brands, Jimmy Choo Ltd, where my love for fashion and digital marketing merge together seamlessly. My job deals with social media, public relations and marketing campaign development—challenging and inspiring me through the constant creativity and the innovation it requires. It was beneficial to gain insight into both industries, merging creativity with a practical, business focus.'

Bachelor of Business/Bachelor of Journalism

2016 OP/rank
5/92

QTAC code 409172 | **Campus** Gardens Point and Kelvin Grove | **Duration** 4 years full time | **Assumed knowledge** English (4 SA) and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

The combination of journalism with business majors will equip you for specialist journalism careers in finance, international affairs, or political and social commentary.

Your journalism degree will inspire your curiosity and prepare you to investigate, write and present news across platforms including online, print, radio and television. Having a business background gives you a competitive advantage over journalism

graduates as it provides you with the knowledge of how business works. You will understand issues related to people and process management, project planning, business analysis and general business concepts that will all be vital in your professional career.

You will gain in-depth knowledge in journalism with 16 specialist units. Your business degree component comprises eight business core units and eight business major units.

Career outcomes

Graduates work in a diverse range of interesting careers, taking on positions such as:

- journalist
- media executive
- business analyst
- researcher.

Bachelor of Business/Bachelor of Media and Communication

2016 OP/rank
8/84

QTAC code 409132 | **Campus** Gardens Point and Kelvin Grove | **Duration** 4 years full time | **Assumed knowledge** English (4 SA) and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

This double degree will set you up with in-depth business knowledge, practical skills and a contextual understanding of media and communication.

You will study the distribution of creative content in new media, television, radio, print, internet, mobile technologies, movies, advertising, public relations and music.

In the business component of this double degree you will gain broad-based business knowledge and skills that will prepare you for any business role. You will also acquire the specialist skills and

knowledge in your choice of business major—choose from accountancy, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Through this course you will be provided with a diverse range of career options including media marketing and promotions, international communications and media policy.

You will gain in-depth knowledge in media and communication with 16 specialist units. Your business degree component

comprises eight business core units and eight business major units.

Career outcomes

Graduates work in a diverse range of interesting careers, taking on positions such as:

- media/entertainment producer
- public relations consultant
- international business specialist.

EMILY LIGHEZZOLO

Public relations and creative and professional writing

'I chose QUT because it was one of the few universities that had the double degree I wanted to study. I'm currently completing an internship for the Australian Publishers Association at Wombat Books. I get real, hands-on experience in the publishing industry and I believe business and creative industries both provide me with the real-world experience and the knowledge to hopefully pursue this career choice of mine.'



Business and science and engineering

Bachelor of Business/Bachelor of Engineering (Honours)

2016 OP/rank
8/84

QTAC code 419532 | **Campus** Gardens Point | **Duration** 5 years full time | **Assumed knowledge** English (4 SA) and Maths B (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

For engineering students a business degree can help accelerate your career advancement, providing valuable skills in management, accounting, international business, marketing or other key areas, depending on your choice of major.

You will select from disciplines at the cutting edge of real-world engineering, allowing you to tailor your course to suit your own career aspirations, pursue a project of special significance to your profession and meet the requirements of professional accreditation. Access to state-of-the-art facilities, including the \$230 million Science and Engineering Centre, and exposure to industry connections, student-led projects and international study tours add up to a rich and challenging learning experience.

This double degree will develop your business skills and complement the qualities that make engineers tomorrow's business leaders—problem-solving and real-world practical skills, a commitment to driving change through innovation, and focus on the future and continuous improvement.

The honours edge

Engineering now includes honours-level content integrated throughout the course. A bachelor honours degree is a higher-level qualification than a bachelor degree. Along with the advanced knowledge and skills, it will benefit your professional career or future research and study.

Career outcomes

The combination of business and engineering creates a wide range of career opportunities in Australia and overseas. There is a growing demand for engineers with the technical expertise and management skills required to plan, design, construct and maintain engineering projects.

You can also work in areas outside of engineering such as management, finance and consulting. Many graduates go on to become senior managers and CEOs of major corporations.

Professional recognition

Engineering at QUT has professional recognition from Engineers Australia (EA). EA is a signatory to the Washington Accord, which permits graduates from accredited member courses to work in various countries across the world.



XAVIER HARMONY

Management and civil engineering

Xavier Harmony lives in Washington, D.C. and works on transport modelling and planning for transport systems that handle millions of commuters.

'Studying at QUT totally transformed me. As part of my degree I was able to experience living and studying in France which really set me up for working in Washington D.C.. It's amazing to be working on roads that you see in movies and on TV and know that you're having a direct influence on that sort of infrastructure. One of the most beneficial aspects for me was maturing through my practical experiences at QUT. I had the skills and confidence to hit the ground running.'

Bachelor of Business/Bachelor of Information Technology

2016 OP/rank
8/84

QTAC code 419202 | **Campus** Gardens Point | **Duration** 4 years full time |
Assumed knowledge English (4 SA) and Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

A broad understanding of business and information technology will expand your career options globally.

Business is highly dependent on information technology infrastructure, so having expertise in both gives you a competitive edge and makes you more attractive to employers looking for multidisciplinary staff.

You will have the opportunity to complement your information technology studies with any of QUT's business majors. Combine your business major with an IT major in computer science or information systems, specialising in business process management, data warehousing, digital environments, enterprise systems, network systems, software engineering or web technologies.

Career outcomes

Graduates work in a diverse range of interesting careers, taking on positions such as:

- technical consultant
- chief information officer
- systems analyst.

Bachelor of Business/Bachelor of Games and Interactive Environments*

2016 OP/rank
8/84

QTAC code 419692 | **Campus** Gardens Point | **Duration** 4 years full time |
Assumed knowledge English (4 SA) and Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

This double degree gives you the opportunity to apply your business skills within the exciting industry of digital entertainment and electronic games. You will not only expand your business skills but also your creative skills through the development of computer games and other forms of interactive media. You will learn to apply your critical creative thinking to identify issues and solve problems related to various technical, creative and cultural aspects of games development. Creativity and innovation are strong skills to have in business.

Having a business background gives you a competitive advantage over other games and interactive environments graduates as it gives you the knowledge of how business works. You will understand issues related to people and process management in games development, and demonstrate the ability to be an effective leader and innovator. You will develop lifelong skills to enable you to continuously improve games and interactive media.

In the business component of this double degree you will gain broad-based business knowledge and skills that will prepare you for any business role. You will also acquire

the specialist skills and knowledge in your choice of business major selected from accountancy, advertising, economics, finance, human resource management, international business, management, marketing or public relations.

Career outcomes

Graduates may find employment in management roles within the games and entertainment industry such as project manager, production manager, producer, content manager, business development manager, product manager or marketer.

CALEB REED

Management and information technology

'A double degree provided me with a broader overview of two different careers. Not only did QUT provide the gateway into my chosen career but I've found my degree has equipped me with real-world knowledge, giving me the tools to achieve success in the technical and interpersonal aspects of my career.'



* This double degree will be offered in 2017, however the Bachelor of Games and Interactive Environments is subject to final university approval.
For more details about these courses including structure and units, visit www.qut.edu.au/study

Bachelor of Science/Bachelor of Business

2016 OP/rank
8/84

QTAC code 419832 | **Campus** Gardens Point | **Duration** 4 years full time |
Assumed knowledge English (4 SA) and Maths B (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

Through the combination of science and business, you will equip yourself for an exciting career at the cutting edge of scientific innovation within a range of public, private and non-profit industries.

This course gives you the opportunity to develop the business skills necessary to sell your abilities to a range of employers, while continuing to grow your understanding of the ever-developing and groundbreaking world of science.

Your business degree gives you a broad base of commercial knowledge as well as the opportunity to major in a specific business area. This understanding of business makes you more attractive to employers, even if you wish to work predominantly in a science-based career.

In the science component of this double degree, you will gain broad-based science knowledge through the core units, along with specialist skills and knowledge in

your choice of science major in biological sciences, chemistry, earth science, environmental science or physics.

Career outcomes

With a double degree in business and science you could gain employment as a consultant, laboratory manager, venture capitalist financier, marketer or project manager within firms developing and taking scientific research to the marketplace.

Bachelor of Business/Bachelor of Mathematics

2016 OP/rank
6/89

QTAC code 419212 | **Campus** Gardens Point | **Duration** 4 years full time |
Assumed knowledge English (4 SA) and Maths B (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

This double degree will prepare you to undertake sophisticated economic and financial modelling which is integral to business and government decision making. In your mathematics studies you can specialise in applied and computational mathematics, decision science or statistical science.

When you combine mathematics with your developed understanding of the commercial realm including systems,

practices and methods, you will be an asset to your employer, offering analytical, statistical and economics know-how.

Graduates are highly valued for their analytical and problem-solving skills. Development of skills in communication, problem solving, critical thinking and teamwork form an integral part of the course.

Career outcomes

Combining business and mathematics offers diverse and sustainable career opportunities.

Your mathematics degree will prepare you for a career in finance, investment, information technology, environmental management, health, marketing, logistics, defence, media, education and research.

In the business component of this double degree, you will gain broad-based business knowledge and skills that will prepare you for any business role, along with specialist skills and knowledge in your choice of business major.



Business and health

Bachelor of Exercise and Movement Science[†]/Bachelor of Business

2016 OP/rank
8/84

QTAC code 409322 | **Campus** Gardens Point and Kelvin Grove | **Duration** 4 years full time | **Assumed knowledge** English (4 SA), Maths B (4 SA) and at least one of: Chemistry, Physics, Biology (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

The Bachelor of Exercise and Movement Science provides the knowledge and skills for a career in a range of exercise and sport science settings such as corporate health and fitness, family and community services, the health and fitness industry, government agencies, state sporting associations, rehabilitation clinics, institutes of sport, universities and colleges, and personal training.

Your business degree will give you a broad base of commercial knowledge making you more attractive to employers, even if you wish to work predominantly in the health science area.

Professional recognition

Graduates of this degree may be eligible for membership of Exercise and Sports Science Australia as an exercise scientist.

Career outcomes

Graduates work in a diverse range of interesting careers, taking on positions such as:

- sports scientist
- corporate health consultant
- health facilities manager.

Bachelor of Biomedical Science/Bachelor of Business

2016 OP/rank
8/84

QTAC code 419432 | **Campus** GP | **Duration** 4 years full time | **Assumed knowledge** English (4 SA), Maths B (4 SA), Chemistry (4 SA) and Biology (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

A double degree in biomedical science and business provides students with the knowledge to work as part of multidisciplinary teams in biomedical research, development and commercialisation.

During this degree, you will complete core biomedical science units that develop knowledge and skills in foundational biomedical science disciplines.

Your business studies will focus on fundamental knowledge that will enhance your understanding of how businesses operate within the commercial and legal environment.

This degree offers you the flexibility to choose a major study area or two minor study areas in biomedical science, and a major study area in business. Biomedical science study areas include anatomical sciences, human biochemistry, human physiology, infectious diseases or cell and molecular biotechnology. You may also

choose to complete up to 400 hours of work integrated learning in a laboratory, clinical or research-oriented workplace.

Career outcomes

Graduates of this program may work for governments in a regulation, compliance, or policy development and implementation role; for venture capital and investment banks as an analyst; for innovation commercialisation companies as a consultant; or in the research sector.

[†] This double degree will be offered in 2017 but the Bachelor of Exercise and Movement Science course structure is under review. Check the website in September for up-to-date information.

Bachelor of Human Services/Bachelor of Business

2016 OP/rank
8/84

QTAC code 409022 | **Campus** Kelvin Grove and Gardens Point | **Duration** 4 years full time | **Assumed knowledge** English (4 SA), and for accountancy, economics, finance and marketing: Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

This course will allow you to specialise in both human services and business to align your career with your interests. It will prepare you for work in human service

organisations that provide public, non-government and private services such as child and family, disability support and health services. In an age of competitive tendering, outsourcing and consumer

choice, this course will give you the knowledge and skills needed to recruit and manage staff, market and promote programs and services, and prepare and manage budgets, contracts and tenders.

Bachelor of Behavioural Science (Psychology)/Bachelor of Business

2016 OP/rank
8/84

QTAC code 409532 | **Campus** Gardens Point and Kelvin Grove | **Duration** 4 years full time | **Assumed knowledge** English (4 SA) and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

This course will prepare you to understand both the business and psychological forces that impact organisations.

You will graduate with a solid understanding of human behaviour and how to apply this to organisational settings, and gain research and business skills applicable across a range of organisational and industrial situations.

If you are aiming for a managerial career in business, you will develop the broader skills necessary to face the increasingly high demands of training and change management.

Career outcomes

Graduates work in a diverse range of interesting careers, taking on positions such as:

- organisational change manager
- business adviser
- human resources manager.

Professional recognition

The Bachelor of Behavioural Science (Psychology) is accredited by the Australian Psychology Accreditation Council (APAC). To pursue a career in a professional area of psychology you will need to undertake further study to gain registration with the Psychology Board of Australia. For more information see the course details at www.qut.edu.au/study



MARCO DEL CASTILLO

Psychology and marketing

'QUT provides first-class resources and practical applications to facilitate and encourage academic development. The subject Marketing Planning and Management provided first-hand experience in what it is like to run and market a business, creating a simulated marketplace across two days on campus. Students were also required to compile a digital marketing strategy for a real business—something that is great to show potential employers for an internship or graduate position. Gaining a deeper understanding of human behaviour through psychology helped me to analyse the feasibility of marketing decisions. It opened my mind and gave me many skills that were transferable to the marketing world.'

JOSHUA DUFFY

International business and law

'Practising as a corporate lawyer is all about solving legal problems in a commercial context. I get to work with some of the most forward-thinking and talented lawyers in the world. When a deal you've been working on shows up in the *Wall Street Journal*, you start to get a sense of the significance of what you do for a living.'

A double degree in business and law from QUT gave me the skills I needed to see complex legal issues through a commercial lens. The practical, industry-focused courses at QUT taught me how to solve problems creatively, think on my feet and deliver under pressure.'



Business and law

Bachelor of Business/Bachelor of Laws (Honours)

2016 OP/rank
5/92

QTAC code 419222 | **Campus** Gardens Point | **Duration** 5.5 years full time | **Assumed knowledge** English (4 SA) and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA) | **OP Guarantee** Yes | **Entry** February

Why choose this course?

This course offers a powerful combination of business and law skills to provide a broad base of commercial knowledge that will enhance your career in the law or business environments. It is one of the most popular double degrees because of the variety of options it offers to graduates. Business majors include accountancy, advertising, economics, finance, human resource management, international business, management, marketing or public relations, giving a broad range of specialty areas on which to focus your career.

Accountancy, economics and finance are all popular complementary choices of major for business/law students, providing you with formal recognition from peak bodies in both professions.

Career outcomes

This double degree offers you the ultimate in career choice. You may work as a legal practitioner, barrister, in-house lawyer, government lawyer, policy officer or adviser, or take on roles in business or industry. Your business degree will give you a solid base of commercial knowledge, making you more attractive to employers in legal environments.

This double degree is ideal for specialist areas such as corporate law, company takeovers, mergers and acquisitions, corporate governance, compliance law, taxation law, insolvency practice and intellectual property law.

Professional recognition

Please refer to the law and justice undergraduate course guide for details or visit www.qut.edu.au/study

Diploma in Business

International entry February, June and October | **Campus** Kelvin Grove | **Duration** 2 semesters full time | **2016 international fees** (indicative per study period) A\$9307 (subject to annual review) | **QUT code** BS40 | **CRICOS** 081618F
Find out more phone 07 3138 5913, email qutic@qut.edu.au

International students who do not satisfy the entry requirements for direct entry to QUT's Bachelor of Business may seek an alternative entry pathway through QUT International College at our Kelvin Grove campus.

The course is equivalent to the first year of QUT's Bachelor of Business. You will complete six of the business core units as well as two units of communication. You will gain credit (advanced standing) should you be accepted into the Bachelor of Business.

Small lectures and tutorials, additional workshops and the support of language and welfare advisers provide an excellent learning environment. Classrooms are equipped with technology for delivery of contemporary teaching methods.

Academic entry requirements

To be accepted into the program you must have successfully completed senior high school with the required grades. For more information visit www.qut.edu.au/international

This course is **not** available to Australian or New Zealand citizens or holders of an Australian permanent residency or permanent protection visa.

English language requirements

You must have Queensland Senior English (limited achievement or higher) or IELTS 5.5 with no sub-score less than 5.0, TOEFL overall 69.0 (internet-based test) with a reading and writing sub-test score no less than 18 and no other sub-test score less than 17, or QUT-accepted equivalent, or have successfully completed the English for Academic Purposes (EAP) program. Students should also check visa requirements.

Progression to the Bachelor of Business

You must successfully complete your diploma, achieve a grade point average of at least 4.0 (on QUT's 7-point scale) and a grade of 4 (pass) in the unit Professional Communication 2 in order to progress to the second year of QUT's Bachelor of Business.

Diploma in Business units

- Accounting
- Economics
- Global business
- Management
- Marketing
- Professional communication 1
- Professional communication 2
- Working in business



LEANNE BANROGO

Diploma in Business

'Through the Diploma in Business I mastered the basic concepts of various business subjects, and learnt to apply my knowledge and understanding to real-world events. The course helped to improve my reading, writing, speaking and understanding of the English language. I'm now in the second year of a Bachelor of Business (Accountancy).'

How do I apply?

1. Find the course that suits you

To find a course that suits you:

- research courses online
- use our online quiz, Match My Skills, to find QUT degrees that best match your interests and abilities
- try it first by studying university units in Year 12 through the START QUT program.

Access decision-making advice at www.qut.edu.au/study/undergraduate-study

2. Check you meet the entry requirements

How selection is made Applicants are selected for courses in order of academic merit, with OPs and ranks treated equally. OP and rank cut offs published by institutions should be used as a guide only. Cut offs can change from year to year depending on the number of applications, the standard of the applicants (OP/rank) and the number of places available in the course (quota).

Additional entry requirements To gain entry to some degrees you will need to make an application to QUT in addition to your QTAC application. For details visit www.qut.edu.au/additional-entry

Assumed knowledge For most courses, QUT has an assumed knowledge scheme for domestic students. This means that we don't use specific school subjects as entry criteria for our courses, however we assume you have the knowledge either through high school subjects or bridging courses. You may struggle with your studies if you don't have this knowledge. Check the assumed knowledge for your course on pages 47–48. If you do not have the assumed knowledge we strongly

recommend preparatory studies through QUT or other recognised providers. For more information visit www.qut.edu.au/assumed-knowledge

English language proficiency If you are a domestic student, you will meet the English language proficiency requirements if you have completed secondary schooling in Australia, or completed one year of full-time accredited diploma-level studies in Australia with a grade point average of 4.0 or above (on QUT's 7-point scale). If your first language is not English and you have not previously undertaken either senior schooling or higher study in the English language, you must demonstrate your English language proficiency. Visit www.qut.edu.au/assumed-knowledge

3. Investigate the entry programs

Educational disadvantage If you have been disadvantaged in your education, bonus OPs or ranks may be awarded through the Educational Access Scheme (EAS), making you more competitive for course entry. You apply for EAS on your QTAC application. If eligible, you can receive up to three bonus OPs (or six ranks), with a maximum of five bonus OPs (or 10 ranks) if applying for more than one EAS category.

If you are successful when applying for the financial hardship category and you enrol to study at QUT, you will also receive a guaranteed \$3500 QUT Equity Scholarship.

Aboriginal and Torres Strait Islander students The Oodgeroo Unit assists Aboriginal and Torres Strait Islanders with an entry program that recognises life experiences, any study undertaken, and potential, skills and commitment. If you have identified via QTAC as an Indigenous

Australian and list QUT in your top three preferences, the Oodgeroo Unit will contact you. Financial and study support is also available.

Elite Athlete Entry Program If you are an elite athlete, sportsperson, manager or coach, you can apply for QUT's Elite Athlete Entry Program, which offers a bonus of up to three OP bands or six entry ranks to eligible applicants.

Entry Bonus Scheme QUT will offer bonus ranks for successfully completing certain school subjects, or completing a university subject while at school (e.g. START QUT) for students in Year 12 or equivalent in 2016 and applying for entry in 2017.

For more details about these entry programs visit www.qut.edu.au/special-entry

Mature-age or post-school entry

Your OP doesn't go out of date after you leave school; it gets converted to a rank (out of 99). If your rank isn't sufficient to gain entry to your chosen course, or if you don't have an OP or rank, you can be allocated a rank based on additional study (degree or partial degree studies, TAFE or private provider) or work experience. Visit www.qut.edu.au/study/entry-pathways

OP and International Baccalaureate

Guarantee If you receive an OP 1–5, an entry rank of 93 or better, or an International Baccalaureate Diploma score of 33 or better, you are guaranteed a place in the majority of QUT's courses in the major offer round. You still need to include the course on your QTAC application. To find out whether a course is included in the OP Guarantee see pages 47–48.



4. Apply for entry

Applications for QUT undergraduate courses are made through the Queensland Tertiary Admissions Centre (QTAC) online service. For advice about how to apply and ordering your preferences visit www.qtac.edu.au

International students completing Year 12 studies in Australia must apply through QTAC. All other international students must apply directly to QUT or through one of our authorised agents or representatives. For details visit www.qut.edu.au/international or phone (Australia Freecall) 1800 181 848.

Concerned you won't get in?

If you don't think you will receive the OP or rank to gain entry into your preferred course you can undertake further study to receive a new rank. Your options include completing one year of degree-level study full time, completing a diploma or advanced diploma, or a TAFE/QUT dual award. For example, students who complete the 12-month TAFE Diploma of Business can apply for the Bachelor of Business at QUT and may receive one year of credit, completing the bachelor degree in two years instead of three.

Make sure you consider these options when completing your QTAC application. For more information visit www.qut.edu.au/upgrading

5. Check the costs and scholarships

Course costs are published on the QUT website by 1 October each year. Check the course information at www.qut.edu.au/study

QUT is proud to offer a broad range of scholarships to reward and support students and we encourage you to apply. For more information visit www.qut.edu.au/study/undergraduate-scholarships

6. Accept your offer

If successful, you will receive an online letter of offer through QTAC. Once you have accepted your QTAC offer, you can enrol online at QUT.

QUT allows domestic applicants to defer the start of their study for one year, except in courses using specific admission requirements such as portfolios, audition, prior study or work experience, or where course changes do not permit deferment. In special circumstances, QUT may grant a further deferment of up to 12 months. Visit www.qut.edu.au/deferment



BEN MCGHEE

START QUT

'START QUT meant I could study a subject at university and experience the campus and student life while I was in Year 12. It made me excited to finish school and get started in an environment that was a lot of fun and very interesting. People told me that uni was very different to school and made it almost scary; it is very different but in a really good way.'

For more information about START QUT visit www.qut.edu.au/startqut

Business at a glance

Course		Campus	QTAC code	Length of course in years	Assumed knowledge	2016 OP cut off	2016 rank cut off	Preparatory studies for students without the specified assumed knowledge	OP Guarantee	Deferment
Single degrees										
B Business (Accountancy, Advertising, Economics, Finance, Human Resource Management, International Business, Management, Marketing or Public Relations)		GP	413021	3F or 6P	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes
B Business (Accountancy, Management, or Marketing)		CB	463021	3F or 6P	English (4 SA), and for accountancy and marketing: Maths A, B or C (4 SA)	15	67	★ ◆	Yes	Yes
B Business—International		GP	413402	4F	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA)	5	92	★ ◆	No	Yes
Dean's Honours Program		GP	413222	4F	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA) Prerequisite: Must be a current Year 12 student or returning from a gap year.	2	97	★ ◆	No	Yes
Double degrees										
B Behavioural Science (Psychology)	B Business	GP KG	409532	4F	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes
B Biomedical Science	B Business	GP	419432	4F	English (4 SA), Maths B (4 SA), Chemistry (4 SA) and Biology (4 SA)	8	84	◆ ★ + ■	Yes	Yes
B Business	B Creative Industries	KG GP	409182	4F	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes
B Business	B Creative Industries	CB [#]	469182	4F	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA)	New	New	★ ◆	Yes	Yes
B Business	B Engineering (Honours)	GP	419532	5F	English (4 SA), Maths B (4 SA) Recommended study: Physics, Maths C and Chemistry	8	84	★ ◆	Yes	Yes
B Exercise and Movement Science [†]	B Business	KG GP	409322	4F	English (4 SA), Maths B (4 SA), and at least one of: Chemistry, Physics, Biology (4 SA). Recommended study: Health Education or Physical Education	8	84	★ ◆ + * ■	Yes	Yes
B Business	B Fine Arts (Visual Arts)	KG GP	409682	4F	English (4 SA) and for accountancy, economics, finance or marketing: Maths A, B or C (4 SA) Prerequisite: Successful portfolio and interview. (Apply online by 9 September 2016).	o	o	★ ◆	No	No
	B Fine Arts (Interactive and Visual Design)	KG GP	409312	4F	English (4 SA) and for accountancy, economics, finance or marketing: Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes
	B Fine Arts (Creative and Professional Writing)	KG GP	409432	4F	English (4 SA) and for accountancy, economics, finance or marketing: Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes
	B Fine Arts (Drama)	KG GP	409952	4F	English (4 SA) and for accountancy, economics, finance or marketing: Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes
B Business	B Games and Interactive Environments*	GP	419692	4F	English (4 SA), Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes

Course		Campus	QTAC code	Length of course in years	Assumed knowledge	2016 OP cut off	2016 rank cut off	Preparatory studies for students without the specified assumed knowledge	OP Guarantee	Deferral
B Business	B Information Technology	GP	419202	4F	English (4 SA), Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes
B Business	B Journalism	GP KG	409172	4F	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA)	5	92	★ ◆	Yes	Yes
B Business	B Laws (Honours)	GP	419222	5.5F	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA)	5	92	★ ◆	Yes	Yes
B Business	B Mathematics	GP	419212	4F	English (4 SA), Maths B (4 SA)	6	89	★ ◆	Yes	Yes
B Business	B Media and Communication	GP KG	409132	4F	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes
B Human Services	B Business	GP KG	409022	4F	English (4 SA), and for accountancy, finance, economics and marketing: Maths A, B or C (4 SA)	8	84	★ ◆	Yes	Yes
B Science	B Business	GP	419832	4F	English (4 SA), Maths B (4 SA) Recommended study: at least one of the sciences*	8	84	◆ ★	Yes	Yes

QUT continually updates its courses to ensure relevance to the real world and to maximise choice and flexibility for students. For the latest in-depth course information please visit www.qut.edu.au/study

Footnotes

F = full time
P = part time
CPE = Continuing Professional Education

GP = Gardens Point
KG = Kelvin Grove
CB = Caboolture

You will nominate your choice of campus in your application. Your letter of offer will specify the campus (i.e. Gardens Point or Caboolture) where you will study your business degree.

□ While this course is offered on a full-time and part-time basis, part-time students should note that there will be no evening classes offered at Caboolture campus.

This double degree will be offered for entry at Caboolture campus in 2017 subject to final university approval. Students must complete their first year at Caboolture. Second and later years are undertaken at Kelvin Grove and either Caboolture or Gardens Point campuses depending on the student choice of business major. Visit the online course information at www.qut.edu.au/study

* This double degree will be offered in 2017, however the Bachelor of Games and Interactive Environments is subject to final university approval.

† This double degree will be offered in 2017 but the Bachelor of Exercise and Movement Science course structure is under review. Check the website in September for up-to-date information.

○ Admission to this course is based on additional entry requirements. For more information visit www.qut.edu.au/additional-entry or phone 07 3138 8114.

★ Maths: QUT unit *Modelling with Introductory Calculus* as a visiting student or QUT CPE course *Mathematics Bridging*.

◆ English: Students who do not have the assumed knowledge in English, or have not successfully completed a year of vocational or tertiary study, should consider an English bridging course.

✦ Chemistry: QUT unit *General Chemistry* as a visiting student or QUT CPE course *Chemistry Bridging*.

* Physics: QUT unit *Physics of the Very Large* as a visiting student or QUT CPE course *Physics Bridging*.

■ Biology: QUT unit *Foundations of Biology* as a visiting student.

* Either Chemistry, Physics, Biology, Earth Science, Geography or Maths C.

4 SA indicates that you must have studied the subject over four semesters and received an overall exit assessment of sound achievement or better.

For further information visit www.qut.edu.au/assumed-knowledge

The 2016 OP and rank cut offs should be taken as a general indication only. Courses may be harder or easier to get into from year to year, depending on demand for the available places.

Information contained in this publication was correct at time of printing. The university reserves the right to amend any information, and to cancel, change or relocate any course. For the latest course information visit www.qut.edu.au/study





AWARD-WINNING CONTRIBUTION TO STUDENT LEARNING

In 2014, Dr Kerri-Ann Kuhn and Professor Rebekah Russell-Bennett received a prestigious Australian Government Office for Learning and Teaching citation for outstanding contribution to student learning. Professor Russell-Bennett (pictured right) developed QUTopia as a teaching tool and introduced it in 2005 as a role-play simulation in a QUT marketing major subject. Dr Kuhn (pictured left) brought her expertise in digital marketing and electronic gaming to develop the mechanics behind QUTopia.

QUTopia combines experimental learning, teaching analytics and systematic methods to inspire entrepreneurship and creativity. Approximately 5000 students and 1200 businesses have been influenced by QUTopia.



Queensland University of Technology
Brisbane Australia

BUSINESS

PLEASE ASK US

QUT Business School
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Email bus@qut.edu.au
www.qut.edu.au/business

QUT Information Services
Live chat www.qut.edu.au/student-centres
24/7 answers ask.qut.edu.au
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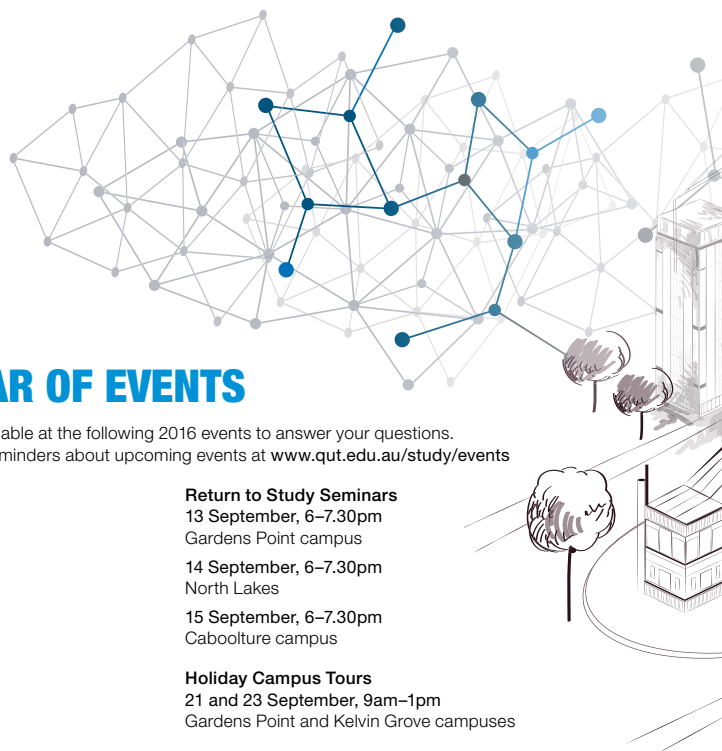
PLEASE VISIT US

QUT Student Centres
The QUT Student Centre on each campus can assist you with general enquiries about admission, academic credit, enrolment, fees, student ID cards and other matters.

Gardens Point
2 George Street, Level 1, X Block
8.30am–5pm, Monday–Friday

Kelvin Grove
Victoria Park Road, Level 6, F Block
8.30am–5pm, Monday–Friday

Caboolture
Tallon Street, Ground Floor, J Block
8.30am–4.30pm, Monday–Friday
www.qut.edu.au



2016 CALENDAR OF EVENTS

QUT staff and students will be available at the following 2016 events to answer your questions. You can sign up to receive email reminders about upcoming events at www.qut.edu.au/study/events

Regional Careers Markets
May–August
Queensland and New South Wales

Parent Information Seminar
10 May, 6–7.30pm
Caboolture campus
11 May, 6–7.30pm
Gardens Point campus
12 May, 6–7.30pm
North Lakes

Careers and Employment Expo
27–28 May
9am–3.30pm Friday
10am–4pm Saturday
Brisbane Convention and Exhibition Centre

TSXPO (Tertiary Studies Expo)
16–17 July, 10am–4pm
Brisbane Showgrounds

QUT Open Day
31 July, 9am–3pm
Gardens Point campus

QUT Caboolture Campus Open Day
21 August, 9am–2pm
Caboolture campus

Return to Study Seminars
13 September, 6–7.30pm
Gardens Point campus

14 September, 6–7.30pm
North Lakes

15 September, 6–7.30pm
Caboolture campus

Holiday Campus Tours
21 and 23 September, 9am–1pm
Gardens Point and Kelvin Grove campuses

Academic Scholarships Evening
22 September, 6–7pm
Kelvin Grove campus

QUT Real Decisions
20 December, 9am–1pm
Gardens Point campus
20 December, 2–5pm
Caboolture campus

International students

This publication has been prepared for Australian students and those with permanent resident status. Some courses are not open to international students. To check the courses that are available for international student entry, or for more information about QUT, visit www.qut.edu.au/international

QUT is committed to sustainability.
The paper used in *QUT Business*
Course Guide 2017 has the credentials:

