To forge a business career you need creative and agile thinking as much as a calculator. Our Bachelor of Business is taught in a dynamic environment where fresh ideas and a global outlook are always flavour of the month.

Work placements are a feature – you can complete internships either in Australia or abroad in your field of interest, building your professional networks as you earn credit towards your degree.

You’ll learn foundational business principles in law, accounting, economics, management and statistics. You can also pursue specialist knowledge from a diverse range of majors, including aviation (that includes a specific pathway to gain a Commercial Pilot’s Licence), or majors in finance, accounting, international business, management, human resources and marketing.

Our graduates gain the professional, critical thinking and communication skills to run their own businesses or pursue careers in marketing, product management, investment, finance and more.

Ninety-two percent (92%) of our business graduates are employed shortly after graduation (Quality Indicators for Learning and Teaching 2018).
Major areas of study

Students have the option of either completing the core units and some electives, or they can specialise in one or more business disciplines through the study of a single or double major.

**Accounting**

Equips students with the technical, conceptual and managerial skills to be effective business managers in modern commercial, government, social and not-for-profit organisations.

**Aviation management**

Students develop an understanding of the broader function of, and impacts on, the aviation industry.

**Finance**

Students are taught to understand the key principles of wealth creation and risk analysis in a global economy. They learn to evaluate factors that impact on the value of the dollar, interest rates and stock market.

**Human resource management**

Students are equipped with the professional expertise and understanding needed to manage selection and recruitment procedures, training and development, and performance management of staff.

**International business**

Prepares students to respond to the complexity of global markets, addressing issues such as cross-cultural communication and negotiation, alternative market structures, variations in consumer demand patterns and differing government regulations and policies.

**Management**

Equips students with the skills to monitor the changing business and social environment and make sound judgments on the most appropriate directions and actions.

**Marketing**

Students develop analytical business skills, excellent communication skills and an understanding of human behaviour and motivation. They learn how to create effective marketing strategies and campaigns.

**Please note:** Not all majors are offered at each campus. For details visit [scu.edu.au/courses](http://scu.edu.au/courses)

**Professional placement**

Students may choose, as electives, one or two double-weighted internship units.

**Professional recognition**

The Accounting major is accredited by Chartered Accountants Australia and New Zealand and CPA Australia. Students may apply for membership of the Institute of Public Accountants.

The Finance major is aligned with the Australian Securities and Investments Commission (ASIC) RG146 accreditation requirements and Southern Cross University provides authorised assessment for certification.

Students are eligible to join the Australian Institute of Management.

**Career outcomes**

Graduates typically work in the areas of advertising, marketing, public relations, product management, international business, human resource management, investment, banking, accounting and finance.

**Teaching methods**

Students experience a variety of teaching approaches including lectures, tutorials, online activities and video-linked or podcast virtual classes. The method of teaching may vary from unit to unit.

**How to apply**

Apply online (preferred) at [scu.edu.au/international](http://scu.edu.au/international) OR complete the **International Application for Admission** form with all supporting documents:

- Original or Certified copy of academic transcripts, with grading system
- Academic or employer references (if required)
- English language test results (e.g. IELTS, TOEFL)
- Advanced standing application (if relevant).

Submit your completed application with all supporting documents to intapps@scu.edu.au

**Pathway**

Student who do not have the recommended academic skills or English language score may apply for the Undergraduate Qualifying Program (UQP), English for Academic Purposes (EAP), or the Diploma of Business.

**Details**

**Location:** Gold Coast, Lismore

**Duration:** 3 years

**Starts:** March, July, November (November intake Gold Coast only)

**Units:** 24

**CRICOS:** 016157C

**2020 Annual fees:** $26,800*

**Admission requirements:** Qualification equivalent to an Australian Year 12 with the required entry grade; and English language comparable to Academic IELTS 6.0 with no band less than 5.5.

*Annual tuition fees are in Australian dollars (AUD), are correct at time of printing and subject to change. They are based on completing eight (8) units per year. Students are required to pay Overseas Student Health Cover (OSHC) for the duration of the visa in advance. In addition, students will be charged Student Services and Amenities Fees (SSAF) and indicative non-tuition fees of $1,000 to $2,000 per year.

Notes:

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