



JAMES COOK
UNIVERSITY
AUSTRALIA

Celebrating
50
YEARS
1970 - 2020

Bachelor of Business



Ready today for tomorrow

jcu.edu.au



Why JCU?

A STUDENT EXPERIENCE LIKE NO OTHER

- Access to world-class teachers
- Develop skills in state-of-the-art facilities
- Achieve exceptional employment outcomes
 - Benefit from small class sizes
 - Connect with professional networks
- Support through scholarships for merit and equity
 - Discover great accommodation options

WORK IN INDUSTRY

Gain experience in a local business. JCU students deepen their knowledge by completing an internship or project sourced from industry.

TAILOR YOUR STUDY

Leverage the flexibility of the trimester model to suit your lifestyle. Have the opportunity to maximise your study and complete your degree in the timeframe that you choose. Structure your degree progression and even build breaks into your study plans to find the perfect balance of work, family and study commitments.

PREPARE FOR SUCCESS

Successfully transition to the workplace. A professional development program starting in the first year of study produces career-ready graduates.

SUPPORT FOR YOUR SUCCESS

Explore JCU's range of scholarships, grants and bursaries and discover the right financial assistance to achieve your goals.



Bachelor of Business

✓ Equip yourself with the skills to start a successful career through a business course with a strong focus on real-world experiences. Learn about the elements required for managing competitive and sustainable businesses and become a valuable asset in the workplace.

✓ Develop an in-depth familiarity with business practices in your first year. Build a solid foundation for learning with core subjects. Tailor your degree to suit your interests. Select one major with one or two minors, or two majors.

✓ Student placements and projects, as well as career development tools help you make the most of your placement with a local business. Complete the optional Professional Development program to boost your employability.

COURSE DETAILS:

Locations:	Cairns, Townsville, Singapore, Online
Commencing:	February, May, September
Duration:	3 years full-time Part-time available
ATAR:	59.4
Prerequisites:	English (Units 3/4,C)
Recommended:	Mathematical Methods (3/4,C)

Please visit the [handbook](#) for a detailed outline of the course structure. Note: Information is for domestic students only

Majors

Within our undergraduate business degree, you are able to choose from seven majors. A major is your chosen area of specialisation. Not all majors are available at all campuses. The handbook provides detail about the subjects you can study within each major and the campuses each major is available at.

Business Intelligence and Information Systems

Learn how to integrate information technology systems and data into business strategies and be integral to your organisation's operational strategy. As a business intelligence analyst, you will have the knowledge needed to use data for marketing purposes, create cost-effective systems and identify business opportunities.

With the ever-increasing use of technology and the importance of data and data security, you will be highly employable in a growing industry. Upon graduation, you can apply for membership of the Australian Institute of Management (AIM).

Hospitality and Tourism Management

Learn to manage tourism and hospitality attractions, tours, events, and services. Understand your target market and create tailored experiences. Develop practical skills to handle the logistics and intricacies of event management. Manage, plan, and market with an in-depth understanding of the industry. Visit sites and conduct case studies to ground your learning in real scenarios.

Human Resources Management

Cultivate a competitive edge in business with a Human Resources Management major. Understand the value of motivated employees and create environments that help people thrive. Build communication skills and positive employment relations to boost performance and manage organisational change.

International Business

Examine the challenges and advantages of conducting business in a complex global environment. Cultivate a love of developing strategies and planning to operate multi-national enterprises. Learn to carve out a competitive, sustainable business position in the international marketplace. Gain practical skills with a local industry placement or study a semester in Singapore.

Management

Learn to lead businesses in highly competitive environments, solve complex organisational problems, and plan effectively. Discover how to hire the right employees and use management techniques to cultivate success. Become confident in managing finances and resources as well as directing business operations in a fast-paced setting. Examine existing businesses for theoretical and practical insights.


Marketing for the Digital Age

Harness both traditional and digital marketing to reach the right audience every time. Build specific and comprehensive profiles for target audiences and become effective at growing a new customer base. Transfer your skills across organisations in private, public, and non-profit sectors. Stand out in a competitive marketplace with industry knowledge and sustainable marketing strategies.

Sports and Events Management

Gain the skills to work in a dynamic, fast-paced global industry with the Sports and Events Management major. Benefit from strong industry connections and first-hand practical experience. Graduate with a strong understanding of employer needs and the ability to create, organise, and coordinate sports and public events on both small and large scales. Tailor your degree to specialise in your preferred industry.

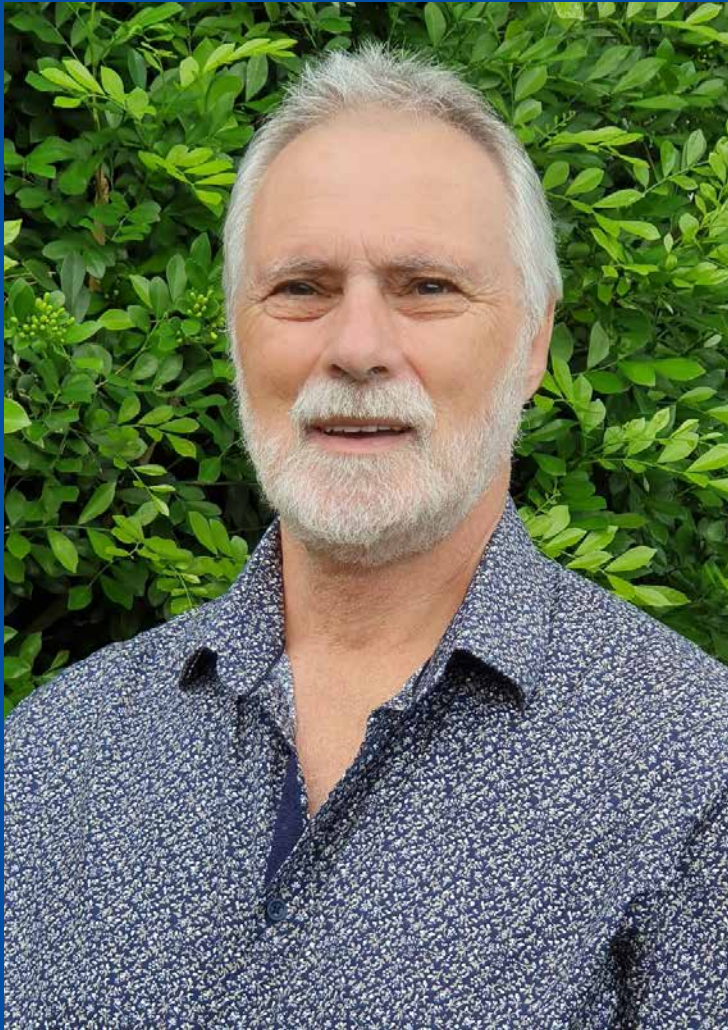


A portrait of a young woman with dark, wavy hair and blue eyes, smiling at the camera. She is wearing a black zip-up jacket with a large floral pattern in white and yellow. The background is a blurred green outdoor setting.

“Studying a degree in business allows someone to gain strong foundations and knowledge that can be used across several different roles in many different industries. The opportunities can be endless. The most enjoyable part of the Bachelor of Business was being able to participate in field trips, where I was able to visualise the theory of the course being implemented into real life scenarios and business operations. I was fortunate in my final year of my degree to be selected through JCU internship program to undertake placement in the field of Human Resources. This internship allowed me to gain practical learning experiences, which lead me to obtain my first position out of university.”

Alison McLeod

BACHELOR OF BUSINESS, MAJORING IN HUMAN RESOURCES MANAGEMENT



“If you’re a business student, there is no better place to achieve your goals than at JCU. Embedded within all of our subjects are the required employability skills that will prepare you for a fulfilling and long-lasting career. With seven consecutive years of achieving a 5-star rating for employability, JCU is proud to produce students who are sought-after graduates. A JCU Business degree will be one of the best investments of your life and we are here to help you make your goals a reality.”

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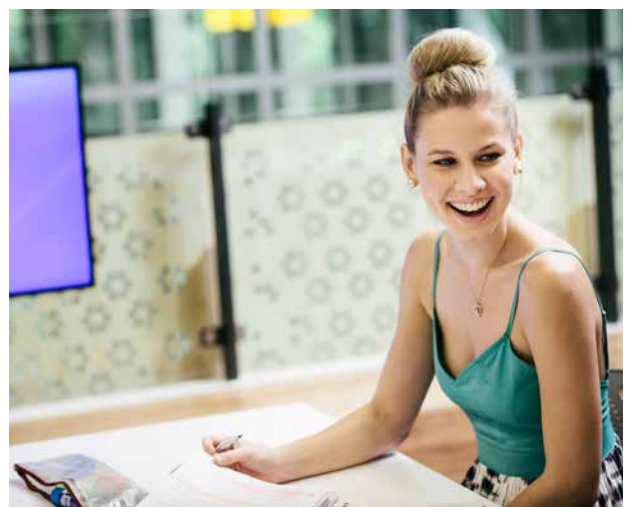
FIRST-YEAR EXPERIENCE COORDINATOR

Career Opportunities

JCU Business graduates are multi-skilled and find employment in a large range of industries.

Depending on what major you choose, potential careers could include:

- Business Intelligence Analyst, Information Security Analyst, IT Project Manager, Business Intelligence Consultant
- Conference and Events Manager/Planner, Tourism Officer, Marketing Officer, Market Researcher, Social Media Marketer, Brand Manager, Public Relations Officer
- Operations Manager, Project Manager, Strategic Management Leader, Human Resource Manager, Employment Relations Adviser, HR Recruitment Officer, Employment Relations Policy Adviser, Destination Policy and Planning Manager

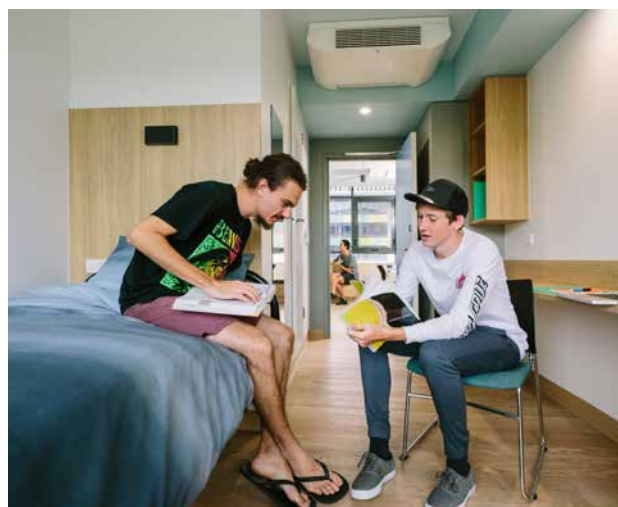




JCU Accommodation

Study and live in some of the most interesting places in the world. Cairns and Townsville are on the doorstep of the Great Barrier Reef, magnificent rainforests, the savannah region and Outback Australia.

Living on-campus is a great way to make the most of your time at JCU. With five different accommodation options at JCU Townsville, housing over 1,200 students, and a new complex for 300 students at JCU Cairns, living on-campus is a great place to make new friends and immerse yourself into the JCU culture. All rooms at our on-campus residences are single board, with a single bed, study desk, chair, fan, air-conditioning and Wi-Fi. Each residence is different in regards to style of living, culture and atmosphere. There are options for fully catered or self-catered housing. Find out more at jcu.edu.au/accommodation



Contact us

Townsville: 07 4781 5255

Cairns: 07 4232 1000

Freecall (within Australia): 1800 246 446

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