

BUSINESS

A GUIDE TO UNDERGRADUATE STUDY 2021

Accountancy
Advertising
Economics
Finance

Financial planning
Human resource management
International business
Management

Marketing
Property economics
Public relations



Business for a changing world

Technology has transformed the way businesses operate. To succeed in rapidly evolving environments, business professionals need to lead change rather than respond to disruption. The future belongs to agile thinkers with advanced business knowledge and the experience and insight to exploit emerging opportunities.

With a QUT business degree, you'll thrive in the dynamic business environment and forge a future that will take you forward with confidence. Develop skills and knowledge to ethically and sustainably shape the future of twenty-first century business and learn to think creatively and critically. Gain real-world experience that will equip you to succeed in business, locally and globally.

Read on to see how we'll prepare you for the future.



Take the quiz

If you are still considering your study options, take the Match My Skills quiz to find a future that matches your interests and skills.



The Queensland University of Technology (QUT) acknowledges the Turrbal and Yugara, as the First Nations owners of the lands where QUT now stands. We pay respect to their Elders, lores, customs and creation spirits. We recognise that these have always been places of teaching, research and learning. QUT acknowledges the important role Aboriginal and Torres Strait Islander people play within the QUT community.

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





Australia's first business school

with triple international accreditation



In the top 1% globally

for business and economics

The Times Higher Education World University Rankings by subject 2020



Rated 5 stars

for overall experience for both undergraduate and postgraduate programs

The Good Universities Guide 2020



Ranked 4th nationally

for overall quality educational experience

QILT Student Experience Survey



89% of QUT business graduates

were employed four months after graduation

QILT Student Experience Survey



More than 80 overseas partner institutions

in 33 countries



Most popular business degree in Queensland

in 2020 QUT's Bachelor of Business received the most QTAC first preferences of any business degree



More founders of startups

have studied at QUT than any other Queensland university

2018 Startup Muster annual report

Why study with us?

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) 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.

A quality-assured education

Our triple international accreditation means 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 high-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.

International and local business excellence and know-how

The QUT Business School maintains strong connections with the local, national and international business communities. Industry representatives regularly advise us on the content of our programs, which ensures that you will develop the skills and capabilities businesses want.

Because Australia is part of a global business community our degrees include internationally relevant material. Lecturers with international experience and students from more than 60 countries add a global perspective to your studies. Our students also travel abroad to study at our many international partner institutions, increasing their global employment opportunities.

Be prepared for tomorrow's real world

In today's rapidly changing world, you need to develop business capabilities for the future. A QUT business degree will prepare you for contemporary and emerging careers across multiple industries. You will develop skills in critical thinking, problem solving, professional communication, digital and technological fluency, teamwork, and global citizenship, and engage with academic and industry experts in real-world contexts. Our work integrated learning program goes beyond an internship and gives you experience in analysing and solving real business problems in the workplace before you graduate.

QUT business graduates enjoy a high employment rate and diverse career opportunities in Australia and overseas. They are recognised by employers for their flexibility, real-world knowledge, contemporary business skills and professional know-how.

We also offer one of the few specialised property economics courses in Australia. As a graduate of this course, you will have many career opportunities in property valuation, property development or property consultancy, as well as banking and finance, real estate and other industries.

Customise your study

Design your course to suit your interests and career goals. Find out more about broadening your studies with a second major, minors and extensions on page 22. A business degree is a natural complement for many other disciplines—double your career opportunities by choosing one of our many business double degree options. (see pages 42–43), or deepen your knowledge through an honours or masters degree.

If you want to travel overseas and study, consider the Bachelor of Business—International.

Create a brighter future

I chose to study a Bachelor of Business with a major in public relations and a minor in Indigenous knowledges because I am passionate about creating a brighter future for young Indigenous Australians. As part of my degree, I have undertaken four internships with NAB, Inala Youth Service Communications and Queensland Government. Studying this degree has provided me with the knowledge, experience and skills I need to succeed in the industry.

Melita Hegarty
Public relations graduate

An incredible experience

I have been very lucky to have had the experiences I did through the QUT Business School. The international case competitions taught me to think quickly and critically, and provided opportunities to pitch viable solutions to real-world businesses.

I finished university with lifelong friendships made with people from around the world and at home. I could not rate QUT Business School highly enough.

Geordie Williamson
Marketing and IT graduate

Make your career future fit

As a QUT business graduate, you'll be equipped to launch your career in diverse and complex environments within general and specific business fields. You'll be prepared for current and future demands of work, further learning, and continued personal and professional development.

Build your professional portfolio

Your time with QUT will be packed with real-world opportunities to develop your capabilities to shape the future of twenty-first century business. Our courses are designed to give you authentic and innovative learning experiences that translate to real-world business environments. You'll pitch to real businesses, explore live cases, apply insightful frameworks and generate solutions to contemporary business problems, supported by QUT's Business Advantage professional skill development program and career development services.

Create your own business

Drive your career by creating your business, social enterprise or alternate revenue stream while studying.

QUT foundry

Find your entrepreneurial community and collaborative working space in our Gardens Point and Kelvin Grove foundries. To develop your business ideas, you can attend entrepreneurship events including Startup Weekends, Spark and Next Level development programs, or book in time with our entrepreneurs-in-residence, mentors and community managers for coaching. You don't need to have an idea to get involved, you just have to be open to entrepreneurship.

MIT programs

For two weeks, you could travel to the USA and go to Massachusetts Institute of Technology (MIT) to participate in either StartMIT or MIT Fuse immersive

programs. These programs will expose you to a variety of entrepreneurship best practices such as pitching, primary market research and prototyping without coding. QUT students are the only participants outside of MIT to attend these programs.

Add entrepreneurship to your business degree

With our entrepreneurship minor, you will be supplementing your studies as well as your business ventures by honing your entrepreneurial mindset. These courses focus on creativity, resilience and innovation—the key drivers for success and personal development as an entrepreneur.



Future fit your career

As the senior communications manager at The Durst Organization, I work within the marketing team to develop and drive the strategies, tools and communications needed to convey the organisation's brand, position properties, promote available space and enhance the resident and tenant experience. It's fast paced, varied, and I love what I do. QUT successfully incorporated practical, real-life case studies to elevate my overall learning experience and ensure relevance to my future career.

Kate McBain
Marketing and public relations graduate

Support for success

We are here to help

A common misconception about university is that you have to do it 'on your own'. You will be relieved to know that we offer many proactive and timely support services to help you succeed.

You will have access to a range of free services within your course content and outside of class including:

- language and learning support such as writing and assignment feedback, study and presentation skills
- IT, maths and science support such as understanding course content, developing STEM skills and guidance with assessment items
- leadership and development such as attending workshops, conferences and volunteering on campus to understand your leadership style, skills and strengths
- HiQ support centres that are your one place to go for all general enquiries including application, enrolment, admission, fee and library assistance
- dedicated study spaces, tutors, cultural support and scholarships for Aboriginal and Torres Strait Islander students through the Oodgeroo Unit.

These services will help you achieve your version of success and develop your personal mindset, professional identity and academic capabilities.

Peer support

The Student Learning Adviser (SLA) program is run by the QUT Business School to help students achieve their study goals through peer support. Our SLAs can assist you with your units, assignments or exam preparation questions. As these advisers are also business students, they will understand your concerns and questions, and have the experience and ability to answer them. SLAs are available in each study area to provide detailed advice on how to improve your assessments.

Throughout your studies the helpful staff from QUT Business School will be available to answer your questions and provide you with personalised support on services including admission, enrolment, and managing your progress.

Career planning and assistance

During your studies, career development support is available from expert staff who provide workshops on résumé writing, interview techniques and other career development skills. The QUT CareerHub portal can be used

to find part-time and full-time work opportunities, drawing on the extensive connections the QUT Business School enjoys with the business community. Annual career fairs and frequent employer campus visits give you access to organisations promoting their employment opportunities to help you launch your career.

The sky is the limit

I loved that the way we learnt was practical in real-world situations. QUT encourages all students to proactively reach out to companies and mentors. My course equipped me to tackle any challenge in my career with skill and professionalism. I am now the Founder and CEO of PepTalkHer—we are on a mission to close the gender pay gap and working with Fortune 500 companies to retain and supercharge high-potential leaders.

Meggie Palmer
Advertising, public relations and journalism graduate



Work integrated learning

QUT business students learn by engaging with industry and community partners. Work integrated learning is part of every business course and involves authentic activities that allow you to apply and hone your growing business knowledge. These learning experiences combine coursework and assessment with practical application in real-world settings.

Work integrated learning is delivered in many ways including capstone experiences, placements and internships, and project-based units. All of these activities give you valuable opportunities to engage with industry and community partners, both individually and in teams.

Business capstone: Real World Ready

All undergraduate business students complete the business capstone unit, Real World Ready. This unit enables you to develop your own professional identity and refine your transferable skills and personal strengths. You will work individually and within an interdisciplinary team on a work integrated learning project. Teams develop and pitch ideas and innovations to answer a challenge posed by an industry or community-based partner. You will implement and extend the knowledge and skills developed through your studies, collaborating with other students and being guided by academics and industry-based coaches. The Real World Ready unit was designed and is delivered by a team of academics, learning designers, students and alumni, along with leading employers and

entrepreneurs. It will prepare you for the challenges of your future career and the changing world of business.

Placements

You can gain practical experience while you study as part of an elective unit linked to a work integrated learning placement. This is usually offered as an internship relevant to your major. Through your placement you will apply the knowledge you have learnt and will gain a real-world context for your future studies. You will emerge as a reflective professional who is better prepared for the world of work on graduation.

Projects

You may be involved in a work integrated learning project in response to a current challenge or opportunity for an organisation.

You will collaborate with other students from your study area and work with an industry or community partner under the supervision of an academic team.

International experiences

You can participate in a study tour as a work integrated learning experience and receive academic credit. With academic staff, teams of students have visited leading advertising, public relations and digital agencies in Hong Kong and Singapore. Others have visited Europe to see behind the scenes in marketing some of the world's great brands.

Using digital tools to support collaboration and learning, some of our students have worked across a semester in virtual teams with students from University of Minnesota on an authentic case in human resources.

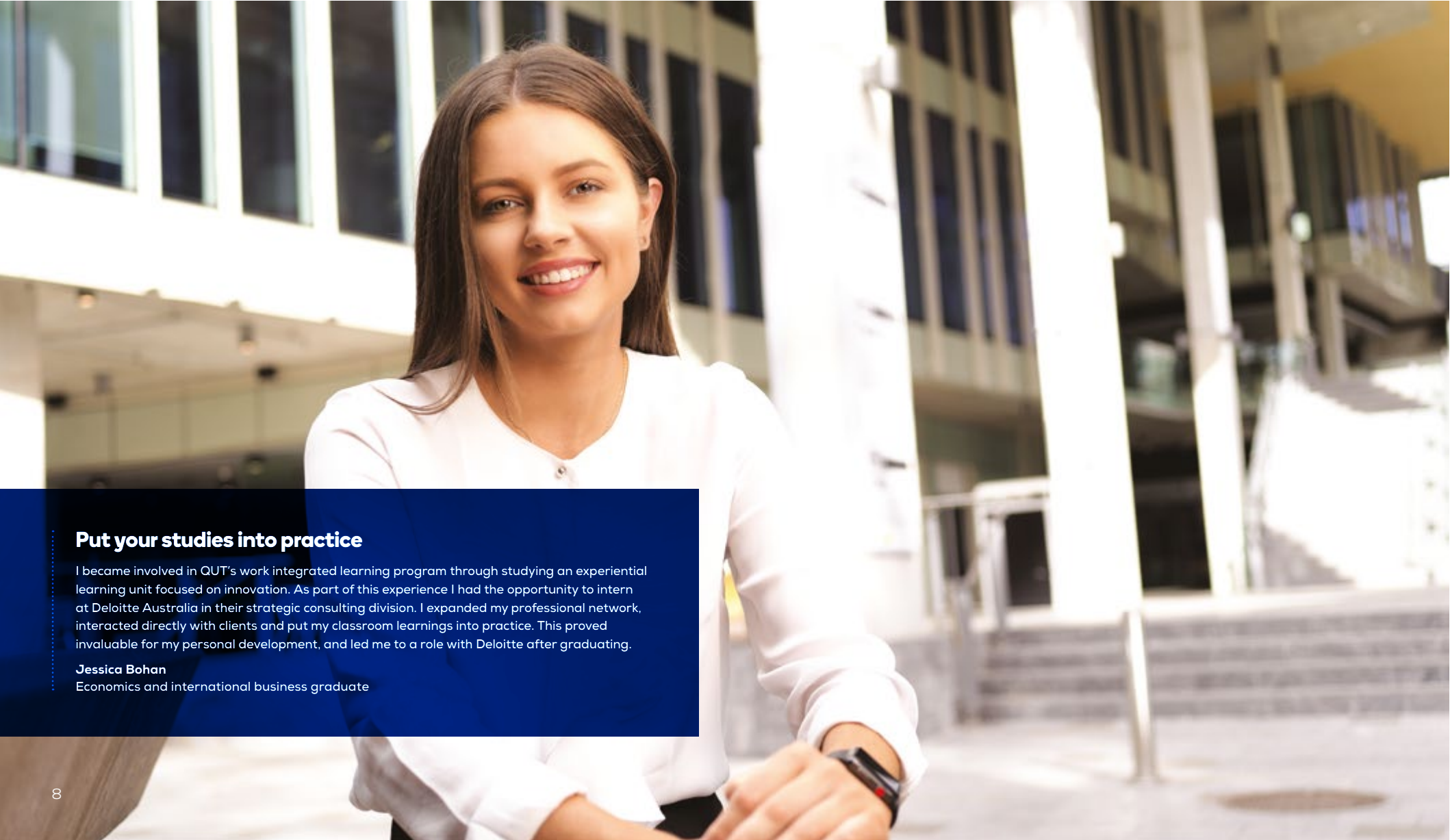


Network with professionals

The internship I took as part of my course allowed me to network with industry professionals and gain an understanding of the work environment in my chosen field. This experience led to a full-time position once I graduated. In 2018 I was a recipient of the BBM Youth Support Award, which recognised my drive to continue to learn and develop in my chosen field.

I am now the Events and Partnerships Coordinator in the Clients and Markets team at BDO in Brisbane, using the skills developed throughout my studies and work experience to drive client experience and support business development.

Katie Delaney
Marketing and public relations graduate



Put your studies into practice

I became involved in QUT's work integrated learning program through studying an experiential learning unit focused on innovation. As part of this experience I had the opportunity to intern at Deloitte Australia in their strategic consulting division. I expanded my professional network, interacted directly with clients and put my classroom learnings into practice. This proved invaluable for my personal development, and led me to a role with Deloitte after graduating.

Jessica Bohan
Economics and international business graduate



Take advantage of opportunities

QUT provided invaluable support to me throughout my studies. By taking advantage of flexible course options I was fortunate to have the opportunity to live in the US while working on a startup, and to undertake internships in a variety of professional services and investing roles in Australia. QUT supported me in pursuing these opportunities, which in turn helped position me for a graduate role at a global investment bank.

Jack Nolan
Finance and law graduate

Go global

Gain an advantage by adding international experience to your degree with an outstanding choice of countries, cultures and contexts.

Exchange and short-term study

Explore different cultures, gain rewarding experiences and take the opportunity to establish an international network to enhance your career prospects. The QUT Business School partners with more than 80 leading business schools around the world.

Exchange and short-term study programs run from two weeks to 12 months and can be credited towards your QUT degree.

You can also gain international work experience by linking your exchange with an international internship. Opportunities in this area are growing each year and will give your résumé a competitive edge.

You will also have the opportunity to participate in international conferences, events and competitions.

International double degrees

Gain a second bachelor degree from one of our select overseas partner institutions in addition to your QUT business degree. The Bachelor of Business–International program provides the option to complete two internationally recognised degrees in four years. For more details refer to pages 34–35.

Benefits of international programs

Communicating in a new language

Most partner universities teach in English, however 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 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 22.

Make your CV stand out

Participating in an overseas study 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

These experiences 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/gone-global/

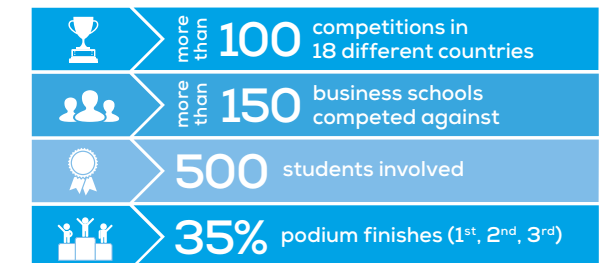
More information

For more information visit qut.edu.au/business/study/go-global

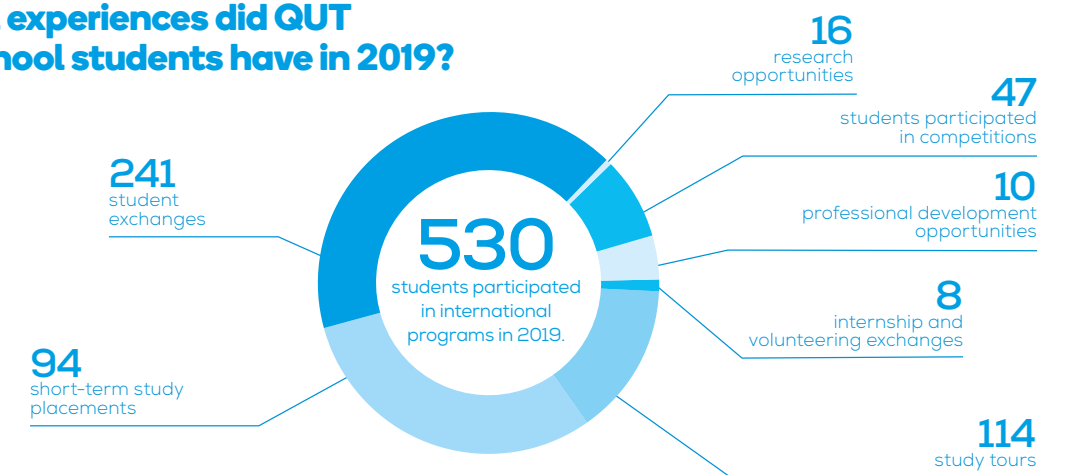
Business case competitions

As a QUT business student, you can join one of the world's most successful business case competition teams—testing your skills and networking with business students from across the world. Case competitions involve students from leading national and global business schools competing to develop solutions to complex business problems. We sponsor and coach our students, and have developed a strong reputation, recently winning events in Canada, USA, Singapore and Thailand.

QUT has been one of the most active institutions globally on the case competition circuit:



What global experiences did QUT Business School students have in 2019?



A range of international opportunities

My best university learning experience at QUT so far has been a case competition in Canada. I met students from all over the world, experienced Canada for the first time and learnt invaluable career and life skills. I also participated in a three-week immersive program in China with one of the world's largest ICT companies, Huawei. My experience in a tech-themed business competition contributed to my successful application for Canstar's inaugural Future of Finance scholarship, which recognises students who are passionate about the future of finance and technology industries.

Osman Branjerdporn
Finance and IT student

Gain confidence

I wanted to leave my comfort zone and challenge myself by living in a different country. Vienna is an incredibly interesting place—there was always something to explore. I had to develop my German language skills and be flexible in my approach to problem solving. This experience taught me to be more self-assured and independent—traits an employer would look on favourably.

Leah Dugdale
Economics and law graduate

Beyond the classroom

Make the most of your university experience by getting involved in a variety of real-world learning and development opportunities available to our students. Some of our programs are exclusive to the QUT Business School.

The Business Advantage Program

Develop your personal and professional skills and enhance your workplace competitiveness by taking advantage of this free program available to all business students.

Short modules are delivered by guest presenters, including industry experts and community leaders.

The modules are highly interactive and offer you the opportunity to form valuable connections. You will receive a certificate for any completed modules to add to your résumé.

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

- speaking with influence
- mastering self-awareness for development
- developing your entrepreneurial idea
- optimising your LinkedIn
- building business resilience
- ignite your inner entrepreneur
- high-powered presentations
- how to outperform in your next job interview
- the art of the tailored résumé.

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

QUT foundry

At QUT we seek to amplify your degree through the development of your entrepreneurial skill set. The QUT foundry is the perfect place to meet fellow budding entrepreneurs, and like-minded students from across the university interested in learning about and practising entrepreneurship. With events like Ideas Launched, mentors and experts for you to meet, and other learning opportunities and programs, QUT foundry is the place to co-work on entrepreneurial ideas and is the hub for all things entrepreneurship at QUT.



More than **800** students participated in 27 **Business Advantage** modules in 2019

Student associations

Student associations can 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 (BAMSA)

- HR Connect
- QUT Accountancy Students' Association (QUTASA)
- AMPed (Association for advertising, marketing, public relations and international business students)
- QUT Consulting Society
- QUT Economics and Finance Society (EFS)
- QUT Women in Business.

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 more than 80 000 members, AIESEC provides a platform for youth leadership development. Visit aiesecaustralia.org

Enactus

Join the world's largest university-based, free-enterprise organisation. Develop your leadership, communication and teamwork skills while creating and implementing community outreach projects that improve the quality of life for people in need. Apply to join the team at enactusqut.com

Sponsorships

Enjoy opportunities to attend local and international events, and 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 (BrisMUN)

The Brisbane Model United Nations Conference (BrisMUN) 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.

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 experiencing extreme poverty.

Global Voices

The QUT Business School has partnered with non-profit organisation, Global Voices, to give a business student the opportunity to be a part of its funded youth delegations engaging with international policy. Previous international delegations have attended the WTO Forum in Geneva, Switzerland and the OECD Forum in Paris, France.

Create business connections

QUT provided me with the perfect platform to become an entrepreneur. Throughout my degree I had opportunities to network and build my connections. I made sure that I attended events organised by all the business societies when possible. Simple things like attending QUT Accountancy Students' Association events meant that I knew the people within the society, and had a network of contacts when I started my business.

Dhilukshan Ramalingam
Accountancy and finance graduate



Study in the heart of the city

QUT has campuses in central Brisbane at Gardens Point and Kelvin Grove.

All QUT Business School courses are offered at the Gardens Point campus, however you may need to attend classes at Kelvin Grove campus for electives or double degrees. Our campuses are linked by free shuttle buses. Visit qut.edu.au/campuses-and-facilities

Gardens Point campus

With more than 28 000 students, Gardens Point campus is a prime location in Brisbane's city centre beside the Brisbane River, City Botanic Gardens and Parliament House.

Business students have exclusive access to some facilities in Z block such as the Balcony on 9, a business lounge with rooms for group study and a kitchenette, and a student lounge with open access to computers, cafés, study areas, televised news and digital announcements about what's on in the QUT Business School.

Facilities at Gardens Point campus include:

- Economics and Finance Bloomberg Lab
- 24-hour computing laboratories
- cafés and food court
- indoor FINA-standard, 50-metre swimming pool and a gym

- bookshop and retail outlets
- Oodgeroo Unit
- QUT foundry
- licensed bar
- Gardens Theatre
- QUT Art Museum
- Old Government House including William Robinson Gallery
- medical centre and counselling
- esports arena
- childcare centre.

Scholarships

QUT provides scholarships to support you and recognise your achievements. Our scholarship programs are designed to inspire academic excellence and to connect you with real-world experience that complements your degree.

For information about Corporate Partners in Excellence and Dean's Honours scholarship programs, refer to pages 16–17 and 36–37.

Scholarships for high achievers

QUT's Excellence Scholarships and Sport Scholarships are awarded to students who have demonstrated outstanding achievement in academic, sporting or creative fields. As well as financial support, students have access to leadership and development activities, and the opportunity to build professional networks.

Business Academic Excellence Scholarships

Qualify for a Business Academic Excellence Scholarship worth \$5000 when you graduate from school with an ATAR 98.00–99.95 (excluding selection rank adjustments) and nominate the Bachelor of Business, Bachelor of Business–International or a business double degree as your first QTAC preference.

Check your eligibility and apply at qut.edu.au/study/business-academic-excellence-scholarship

Scholarships for Aboriginal and Torres Strait Islander students

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 Getting Started in Business Indigenous 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 with \$5000 paid towards deferred tuition fees (HECS–HELP) and study-related expenses.

Indigenous Commonwealth Scholarships are available through the Equity Scholarships Scheme for Aboriginal and Torres Strait Islander students who are from low-income backgrounds or experiencing financial hardship. Other scholarships are also available.

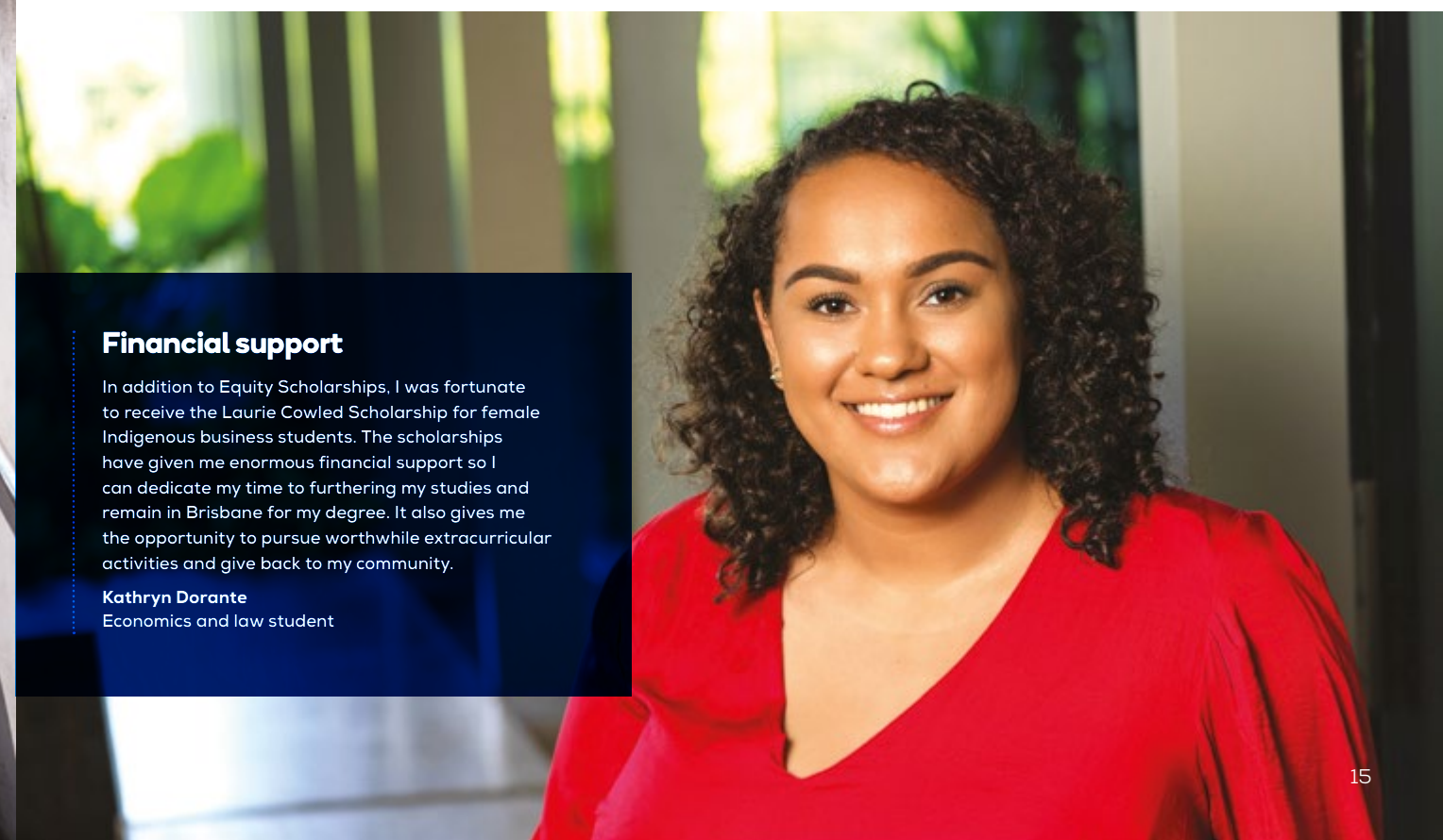
Scholarships for low-income students

In 2021, the Equity Scholarships Scheme has around \$4 million in scholarships, bursaries and computers available for people who need financial help. All low-income students who plan to study at QUT in 2021 are encouraged to apply for Equity Scholarships.

Scholarships for international students

The QUT International Merit Scholarship is valued up to \$29 000 and is available to international students studying in Australia and overseas. Scholars are identified upon admission and receive a 25 per cent scholarship for all course fees, provided a minimum grade point average is maintained throughout the course. The scholarship is available for direct entry into the Bachelor of Business and double degree programs. Visit qut.edu.au/study/fees-and-scholarships/scholarships/international-merit-scholarship

Visit qut.edu.au/business/scholarships for the full range of scholarships and application closing dates.



Financial support

In addition to Equity Scholarships, I was fortunate to receive the Laurie Cowled Scholarship for female Indigenous business students. The scholarships have given me enormous financial support so I can dedicate my time to furthering my studies and remain in Brisbane for my degree. It also gives me the opportunity to pursue worthwhile extracurricular activities and give back to my community.

Kathryn Dorante
Economics and law student

Corporate Partners in Excellence scholarship program

QUT Business School's Corporate Partners in Excellence (CPIE) scholarship program is our premier offering for students with an excellent academic record and demonstrated leadership potential.

You will have the opportunity to apply classroom knowledge in two high-quality industry, commerce or government internships that are very different from each other, by design. CPIE interns consistently report that this immersion in the world of work develops their maturity in professional protocols, increases their knowledge of systems and applications, and gives scope for meaningful contribution to a top-tier firm.

As a CPIE intern you will be treated as a valuable professional. You will be embedded in a team, given coaching support and training, and have the opportunity to negotiate internship goals within a formal performance review structure.

The CPIE program will allow you to work with other talented students and will develop your presentation, project, networking and leadership abilities in real-world settings.

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, completing two 15-week, full-time internships as part of your degree, and graduate with a strong network of peers. You will also benefit from the opportunity to participate in contemporary business seminars and functions.

Applying for entry

You must be a current Year 12 student at an Australian secondary school in 2020 (or in 2019 with no other university studies undertaken) and apply through QTAC for a place in a QUT business degree. You then need to apply directly to the QUT Business School for a place in the CPIE program.

To be successful in your application you need to accept an offer into the Bachelor of Business single or double degree program and achieve an ATAR of 92.00–99.95. Please note, the Dean's Honours Program and the Bachelor of Business-International are not aligned to this scholarship. QTAC selection rank adjustments do not apply.

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

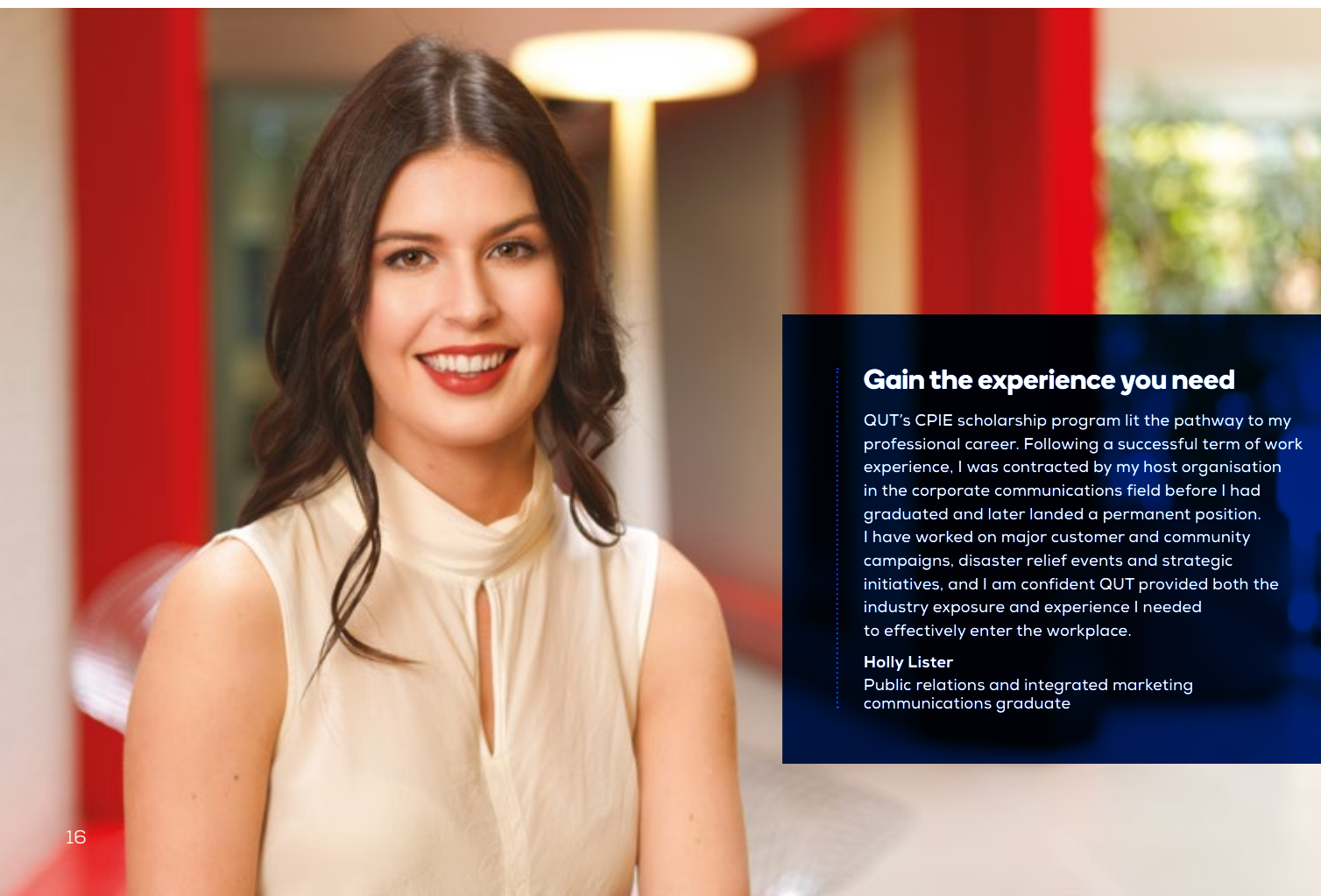
For more information visit qut.edu.au/business/scholarships or contact the QUT Business School Scholarships and Prizes Coordinator on 07 3138 4632 or email bus.scholarships@qut.edu.au



Tailored internships

I was fortunate to receive the Corporate Partners in Excellence scholarship, which included two four-month internships with QUT's esteemed corporate partners. This program gave me the opportunity to experience practising as an accountant in different types of firms. The scholarship was also a substantial help financially, as it helped me cover the costs of my course, textbooks and other materials.

Paolina Di Trapani
Accountancy graduate



Gain the experience you need

QUT's CPIE scholarship program lit the pathway to my professional career. Following a successful term of work experience, I was contracted by my host organisation in the corporate communications field before I had graduated and later landed a permanent position. I have worked on major customer and community campaigns, disaster relief events and strategic initiatives, and I am confident QUT provided both the industry exposure and experience I needed to effectively enter the workplace.

Holly Lister
Public relations and integrated marketing communications graduate

2020 corporate partners

This scholarship has been made possible through the generous sponsorship of our 2020 corporate partners:





Business degrees

Our business degrees ensure you can step into your career with confidence. Problem solve in a way no computer can and craft your business mindset with a QUT business degree.

QUT's business degrees are uniquely designed to inspire students to realise their full potential, to think entrepreneurially, and to ethically and sustainably shape the future of twenty-first century business.

You'll undertake focused and authentic study in your chosen business discipline, and engage with the real world of business through work integrated learning, case studies, projects and placements.

Our academics and teaching staff possess industry know-how and create world-class research, frequently appearing on the national stage in media such as the ABC, *TIME Magazine*, *The Conversation*, *Channel 9 News* and *The Project*.

Whether you aim to pursue a career in the international business community or create your own business locally, you'll graduate equipped with a suite of professional capabilities ready to ignite your business career.

- Bachelor of Business
- Bachelor of Business–International
- Bachelor of Business Dean's Honours Program
- Bachelor of Property Economics
- Double degree options

Award-winning teaching staff

At QUT you'll learn from internationally recognised, industry-engaged and award-winning lecturers. Among them is Associate Professor Amisha Mehta, a risk and crisis communications specialist who was recognised by the highest national university teaching awards program, the Australian Awards for University Teaching. Amisha creates learning experiences that leverage real-world risk and crisis uncertainty to help students develop real-time communication and decision-making skills. Amisha seeks to resolve real-world challenges identified by industry research in the classroom. This means that QUT students receive award-winning, industry-relevant training that leads the way in crisis communication.

BACHELOR OF

Business

2020 selection rank (including adjustments) 79.00 | QTAC code 413021 | Campus Gardens Point
Duration 3 years full time, 6 years part time² | Assumed knowledge English and for accountancy, economics, finance, financial planning and marketing: Maths | Offer guarantee 93.00 | Entry February and July

Career confidence

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

Design your degree

You can tailor your studies to suit your interests and career aspirations through your choice of major and second major, minor, extension or optional units.

Your business degree consists of three parts:

Part 1–Core units

Business core units provide an essential foundation, giving you the skills and capabilities you need to succeed in business.

Part 2–Primary major units

Your major is your main area of study. Choose one of 10 study areas available.

Part 3–Complementary study units

Customise your degree to match your interests and career goals by adding:

- a second major
- a minor or extension
- a range of optional study units.

Choose your main area of study

You will select a primary major from the 10 available study areas. Your major will become the focus of your business degree.

How does a second major work?

A second major is a sequence of units in a study area, designed to extend the breadth of your studies and complement your primary major. You can choose a second major from any of the business major study areas, plus many other specialised areas. Subject area coordinators and school staff can help you choose a second major.

Minors and extensions

A minor combines your major with a second complementary area of study that can be chosen from business or other study areas. Extensions provide further depth in your primary major study area.

Choose from the following:

Primary majors–8 units

- Accountancy
- Advertising
- Economics
- Finance
- Financial planning
- Human resource management
- International business
- Management
- Marketing
- Public relations

Extensions to primary majors–4 units

- Empirical finance (for finance majors)
- Marketing (for marketing majors)
- Professional accounting accreditation (for accountancy majors)
- Regulation and tax (for accountancy majors)

Second majors–6 units

- Accountancy
- Advertising
- Business regulations
- Chinese–English translation and interpreting
- Economics
- Finance
- Forensics
- Human resource management
- Integrated marketing communication
- International business
- Language
- Management
- Marketing
- Public relations

Minors–4 units

- Accountancy
- Advertising
- Applied economics
- Business regulations
- Entrepreneurship
- Finance
- Forensics and data analytics
- Human resource management
- Integrated marketing communication
- International business
- Language
- Management
- Marketing
- Public relations
- Quantitative economics
- Tourism and entertainment marketing

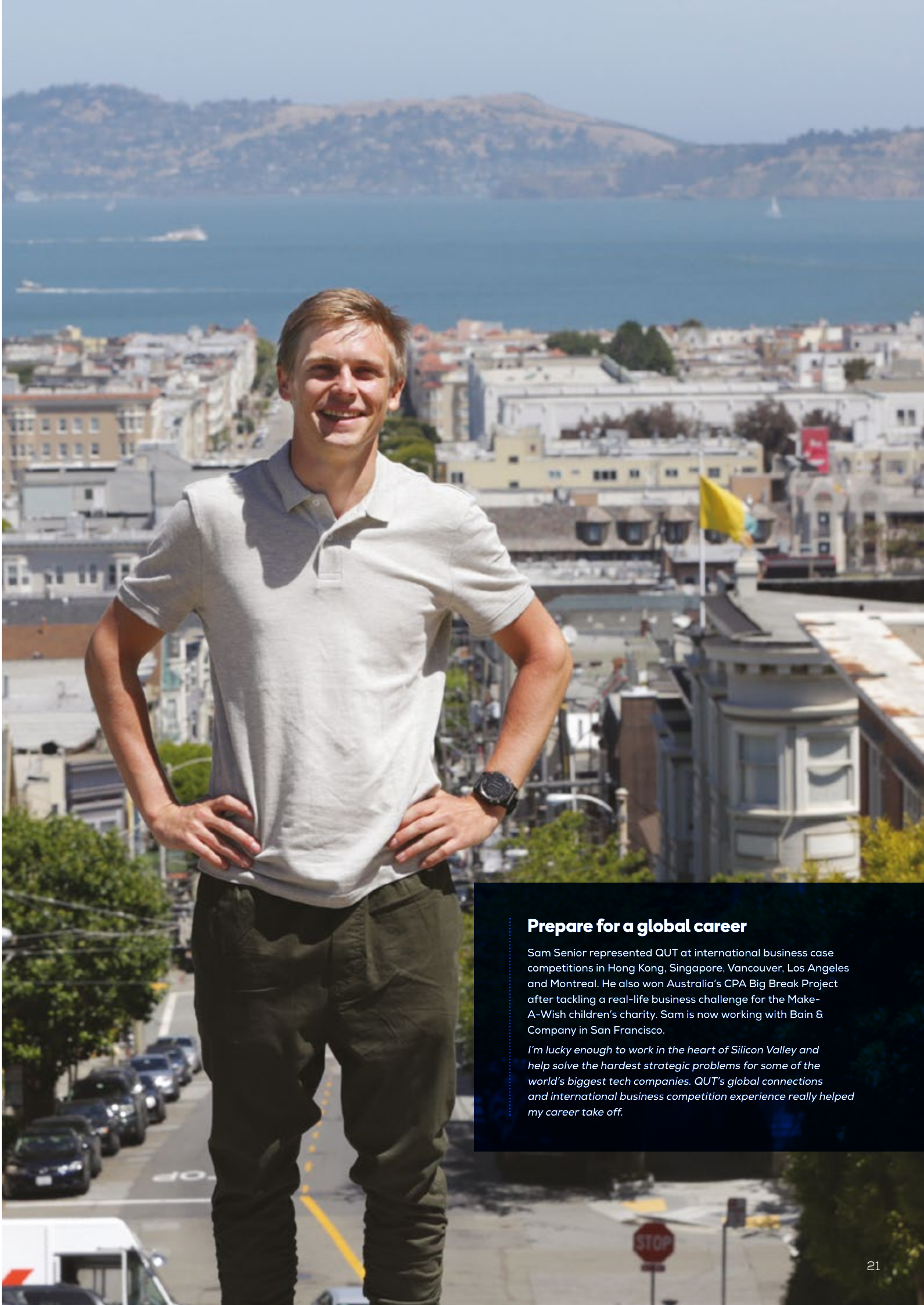
Start your studies mid-year

You can commence this course in February or July, giving you the flexibility to start studying as soon as possible.

Double degrees

Expand your career options even further by combining a business degree with a degree from another faculty. For further information see pages 40–43.

² Evening classes may not be available.
The selection rank is a good indication of the equivalent ATAR. For more detail about this course and entry requirements, see pages 45–49 or visit qut.edu.au/study



Prepare for a global career

Sam Senior represented QUT at international business case competitions in Hong Kong, Singapore, Vancouver, Los Angeles and Montreal. He also won Australia's CPA Big Break Project after tackling a real-life business challenge for the Make-A-Wish children's charity. Sam is now working with Bain & Company in San Francisco.

I'm lucky enough to work in the heart of Silicon Valley and help solve the hardest strategic problems for some of the world's biggest tech companies. QUT's global connections and international business competition experience really helped my career take off.

Flexible study options

Majors, minors and extensions

You can study any of the 10 business majors as your second major, select a university-wide major or choose from the following options.

Business regulations

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 to provide you with critical experience in applying regulations and standards to real-world contexts.

Chinese-English translation and interpreting

Develop cross-cultural awareness, bilingual competence, translation and interpreting skills that will support and enhance your employment opportunities. This major will equip you with key knowledge and skills for translating and interpreting a wide range of written materials between Chinese and English competently in real-world cross-language and cross-cultural situations.

Forensics and data analytics

Forensics is one of the fastest growing areas of business. The second major, Forensics, or minor, Forensics and data analytics, will enable you to 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.

Integrated marketing communication (IMC)

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. 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.

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, enabling you to apply your business capabilities in international contexts. For information about your options to study a language, visit qut.edu.au/languages

Applied economics

This minor for non-economics majors focuses on the application of economic principles to current social and environmental issues, enabling you to analyse the impact of business and public policy, and communicate solutions to a variety of audiences.

Entrepreneurship

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.

Empirical finance

This extension for the finance major develops your 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 accreditation

This extension for accountancy majors contains additional units to provide further depth in your accountancy studies. It enables you to meet the academic entry requirements for CPA Australia, Chartered Accountants Australia and New Zealand (CA ANZ), and Institute for Public Accountants (IPA) in their respective professional programs, and signals commitment within your chosen field to employers.

Quantitative economics

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

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.

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.

Tailor your degree to your interests

The range of different business majors available and the opportunity to combine them with any university-wide minor allowed me to create the kind of career I wanted. I work at the Sid Faithful Brain Cancer Research Laboratory at QIMR Berghofer in a role that encompasses finance, HR, web marketing and events coordination.

Courtney Jurd
Human resource management graduate

Flexible courses

I'm a hands-on learner so I've worked either part time or full time as a paralegal while doing my studies. I wouldn't have been able to do this if I didn't have access to lectures online, and if the staff and resources weren't so readily available. Uni has opened my eyes to all the possible outcomes. QUT does a good job of giving you access to a wide range of placements, extracurriculars and networking events, getting you to see different pathways you hadn't considered before.

Rory McGahan
Economics and law student

MAJOR

Accountancy

If you have an interest in how businesses work, a head for numbers and the ambition to plot your own path in the business world then an accountancy degree could help you achieve your goals.

Accountants work all over the world across a range of industries. All businesses require accountants, and many chief executive officers, board directors and entrepreneurs have accountancy degrees. QUT's accountancy students graduate with more than just technical accounting knowledge—they develop strategic business acumen and the analytical and communication skills that allow them to succeed in a variety of business roles.

Why choose this course?

QUT's accountancy major offers you practical experiences and opportunities to network with potential employers while you are still studying. You will interact and form connections with professionals and future employers through work placements and industry events.

QUT offers up to 20 industry engagement events for accountancy students each year. These events are attended by all major accounting firms as well as small and medium enterprises. Events such as the Big 4 and Mid-Tier Roadshow, as well as

the Boardroom Seminar Series, offer students the opportunity to network with accounting professionals and gain industry-relevant knowledge.

Mentoring by professionals

QUT has over 40 career mentors from the accounting industry who provide career guidance to students.

Career outcomes

You'll be prepared for positions such as accounting information systems consultant, auditor, business analyst, business adviser, business risk and governance consultant, chief financial officer (CFO), financial accountant, financial manager or management accountant.

The forensics and data analytics minor can lead to roles such as forensic accountant or data analyst.

Completing a second major in finance can lead to opportunities in areas such as investment management.

By completing the regulation and tax extension you will gain skills and knowledge that can lead to qualification as a tax agent.

The professional accounting accreditation extension will help you achieve a globally recognised qualification. See professional recognition details below.

Professional recognition

Graduates who complete the accountancy major and the professional accounting accreditation extension meet the academic entry requirements for membership of CPA Australia, Chartered Accountants Australia and New Zealand (CA ANZ), 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 only complete the accountancy major will need to do additional units after graduation to meet these professional accounting body 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.

MAJOR

Advertising

Advertising professionals are creative communicators who respond quickly to trends and find solutions to meet the needs of clients and consumers. They work in fast-paced, agile environments across all industry sectors and use creativity, critical thinking and strategic nous to thrive.

Why choose this course?

QUT is a leader in advertising with more than 25 years' experience, offering the first advertising course in Australia.

QUT's teaching staff are advertising professionals and work with industry partners to ensure our courses reflect industry needs.

There is a focus on digital communication throughout the course, reflecting that digital media makes up the majority of advertising spend in industry. Your course culminates in a digital communications conference held exclusively for our students, with presentations from thought leaders on topics like augmented reality and artificial intelligence.

Learn by doing

In our advertising units you will interact with clients and work on real-world briefs. You will have the opportunity to visit agencies, learn from industry mentors and experience work in an advertising company environment.

Ultimately, our units prepare students for the different roles within an advertising agency. Students are guided through the process of responding to a client brief—starting with conducting research, crafting consumer insight, designing campaigns and measuring results. The advertising major teaches students how to use strategy and creativity to solve real-world business problems for real clients.

The AdSpace program also 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.

Career outcomes

When industry employers want staff they look for QUT graduates. Employers know that our graduates understand how business works and have experience in agency scenarios.

QUT graduates work in a range of careers including:

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

Professional recognition

You will meet the requirements for membership of:

- the Media Federation of Australia
- the Communications Council.



Realise your dreams

I was offered a job at EY after completing a vacation program with them. So many things we did in assignments at QUT were applicable to the work I was doing at EY, so my degree definitely prepared me for my career.

Renita Fernandes



Stand out

At OMD I help my clients navigate the ever-changing and cluttered media landscape. Data and research are important to back up my recommended strategies but also to help me make better decisions and stay relevant. QUT has not only given me the fundamental skills to kickstart my career but it has also given me the practical skills to stand out in the market. A QUT education, its career development programs, internships and mentorship programs definitely gave me an edge over the rest.

Eunice Ablola

MAJOR Economics

Economics provides an insight into how key players in the economy respond to our changing world.

From fast-paced technological change to world-changing political events that are redefining the global economic landscape, market disruption has become the norm. Businesses that understand economics will have a key advantage in navigating this turmoil.

Within the policy sphere, the big issues include obesity, ageing populations and climate change. Economic input will inform effective policies that deliver outcomes to ensure a better future for both this generation and those yet to come.

Why choose this course?

QUT provides you with opportunities to learn outside of the classroom. Early in the degree you will participate in practical experiences that offer a real-world context for understanding economic theory. You will learn from industry professionals and develop the tools and techniques you need to analyse business problems and find solutions.

Students choose this degree because of the range of study options available to them. Whether your career aspirations include higher studies in economics, or employment in public or private sector organisations, you can tailor your degree to suit your interests.

Learn how to change the world

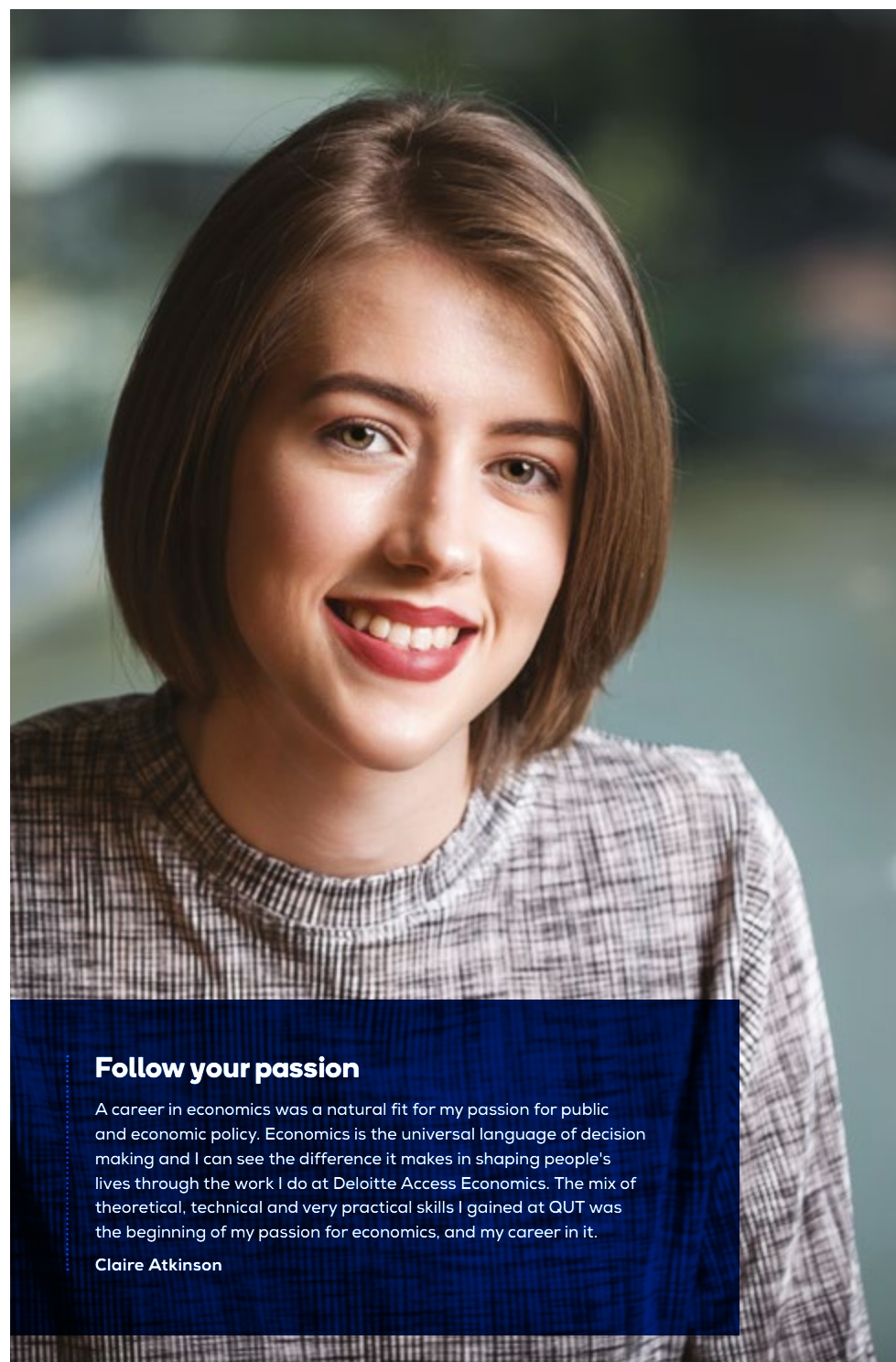
International study tours with a focus on development economics will give you practical insight into global economic issues so you can use your knowledge to be part of the solution.

As well as having the opportunity to undertake a work integrated learning unit, students can enrol in an international study tour in development economics, apply economic principles and models to develop solutions, and learn about useful tools such as cost-benefit analysis.

Career outcomes

Economics provides you with a diverse range of career options. Graduate positions include:

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



Follow your passion

A career in economics was a natural fit for my passion for public and economic policy. Economics is the universal language of decision making and I can see the difference it makes in shaping people's lives through the work I do at Deloitte Access Economics. The mix of theoretical, technical and very practical skills I gained at QUT was the beginning of my passion for economics, and my career in it.

Claire Atkinson

MAJOR Finance

Finance is a dynamic field, focusing on the borrowing, lending and investing of money by individuals, financial institutions, businesses and government organisations. Finance professionals analyse and interpret information to forecast cash flows and assess risk. They make decisions that maximise financial wealth. If you are fascinated by foreign investment, exchange rates, stock market fluctuations or corporate finance, consider a finance degree.

Why choose this course?

QUT's finance course focuses on authentic learning to prepare you for the real world. You'll be connected with industry and will benefit from listening to real-world practitioners as they explain how the value of investments changes over time.

Throughout this course you'll take part in hands-on projects including capital investment appraisal, firm valuation, portfolio allocations and risk management, using up-to-date information from our Economics and Finance Bloomberg Lab.

QUT's Economics and Finance Bloomberg Lab gives you access to data from Bloomberg, providers of real-time financial data to most of the world's top financial institutions. This comprehensive set of data on companies, commodities and economies will allow you to conduct real-world financial analysis with the theories you have learnt in the classroom. In your final semester in the finance capstone unit, you will be working in teams and deliver a pitch to institutional investors. If you are part of the student managed investment fund, you will use cutting-edge Bloomberg investment analysis and financial modelling tools to trade in shares, bonds and other securities with real money.

Gain a deeper understanding

Our student-managed investment fund is designed to provide you with hands-on experience in managing a real investment portfolio.

Career outcomes

Jobs in finance are abundant as all organisations require finance professionals. Work in any industry in investments, fund management, brokerage and insurance, or in banks, and private and listed firms. Graduate positions include financial analyst and adviser, finance dealer and broker, retail and investment banker, and risk manager.

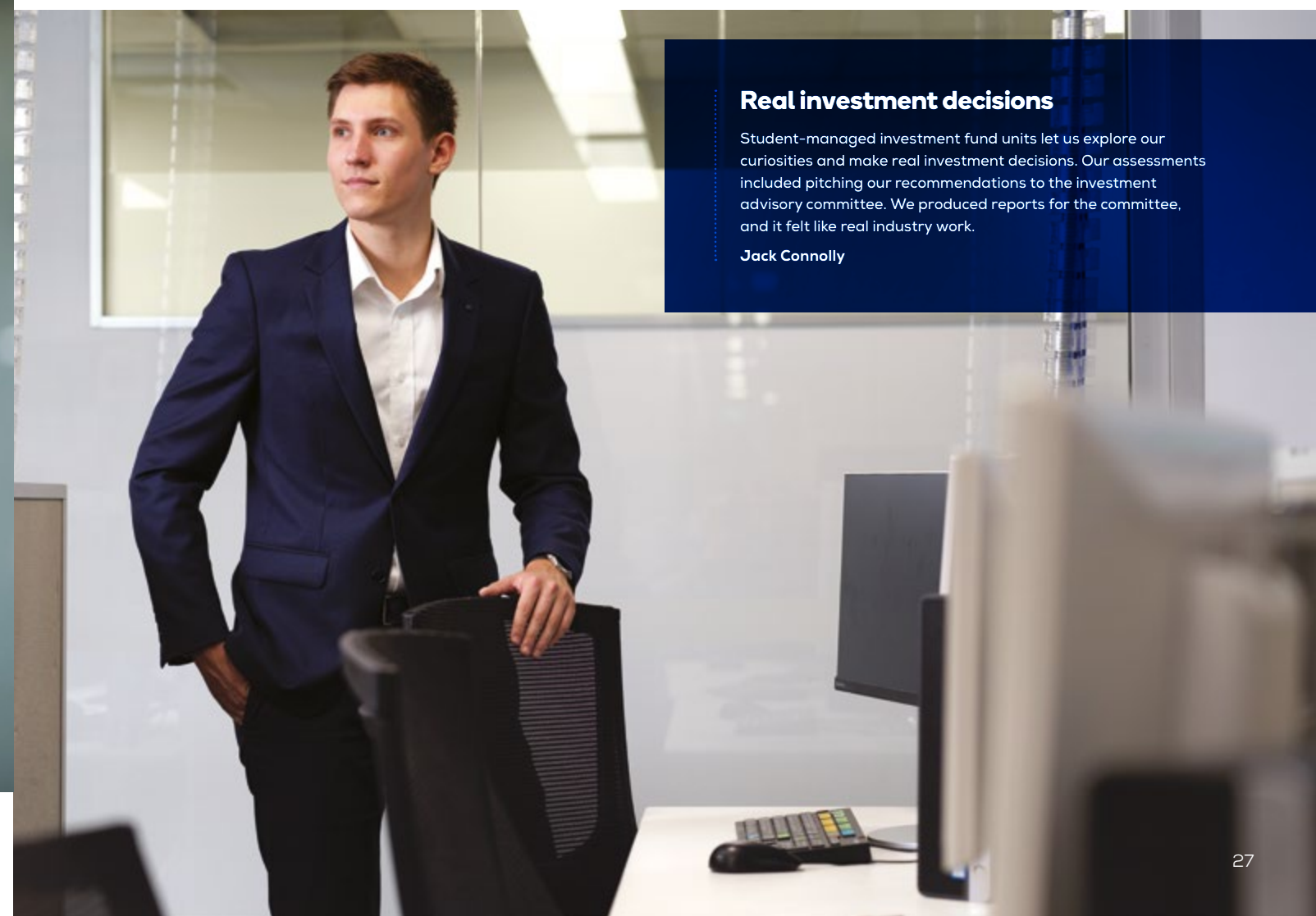
Professional recognition

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

Real investment decisions

Student-managed investment fund units let us explore our curiosities and make real investment decisions. Our assessments included pitching our recommendations to the investment advisory committee. We produced reports for the committee, and it felt like real industry work.

Jack Connolly



MAJOR

Financial Planning

Financial planners provide individuals with advice regarding cash flow and liability management, retirement, investment, tax and estate planning, risk management and insurance planning. To practise successfully you will require a wide range of financial planning knowledge and skills to be ready to deliver detailed financial advice to meet clients' needs. Financial planners have strong communication skills and a nuanced understanding of professional ethics, industry regulation and social responsibility.

Why choose this course?

QUT will prepare you to become knowledgeable in the fields of taxation, superannuation, insurance and investment planning. The course is designed by industry experts to help you develop advanced knowledge, critical-thinking skills and technical competencies to enable you to approach complex and unpredictable financial decisions.

Using real-world scenarios and learning experiences you will develop the skills to establish effective client relationships, analyse client needs, and present comprehensive financial solutions confidently to clients and other financial planning professionals. You will have opportunities to apply the knowledge and skills you've gained through internships and work integrated learning units. Industry events and experiences will connect you to organisations and help you to develop a network of professional contacts before you graduate.

Gain a business advantage

Become an adaptable and self-directed learner, adept at applying knowledge and professional skills to work effectively in teams and independently. The Business Advantage Program will hone your skills and prepare you for complex work environments.



Develop your technical and problem-solving skills

My course at QUT was developed in consultation with industry and it provided many practical and real-world learning opportunities. This allowed me to develop my technical and problem-solving skills, which helped me pursue a career in financial planning in an ever-changing and dynamic environment.

James Marshall

Career outcomes

This course will prepare you for a career as a:

- financial adviser
- financial planner
- investment manager
- superannuation adviser
- wealth management consultant
- paraplanner.

Professional recognition

The Bachelor of Business (Financial Planning) is accredited with the Financial Planning Education Council (FPEC) part of the Financial Planning Association (FPA) and is currently listed on the Financial Adviser Standards and Ethics Authority (FASEA) approved degrees list.

You can combine the financial planning major with any second major in the Bachelor of Business giving you the opportunity to meet the academic requirements for their respective professional memberships, depending on your choice of major and unit selection.

Combining your financial planning major with an accountancy second major and two further specified accounting electives (Corporations Law and Strategic Management Accounting) will assist in achieving the academic entry requirements for professional recognition with Chartered Accountants Australia (CA ANZ), CPA Australia and Institute of Public Accountants (IPA).

MAJOR

Human Resource Management

The human resource management professional is responsible for an organisation's most valued assets—the people working there. Human resource management is concerned with all aspects of managing people in organisations. 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.

Why choose this course?

Throughout the course technology-augmented learning and authentic assessments will develop your critical-thinking skills and technical capabilities. You will explore the legal context for employment relationships, as well as individual and organisational behaviours and responsibilities through real-world cases and projects. You will develop strategic policies for organisations, and analyse, diagnose and provide recommendations for implementing organisational change.

You will be guided by our real-world academic staff who undertake cutting-edge research and work with industry. Learn about contemporary human resource management issues and global and local challenges from industry professionals.

Gain workplace experience

You will work on a human resource management project for a real organisation in your workplace learning unit. Acquire professional contacts and a real-world context for your learning.

You will explore strategy, human resource analytics, technology, change management and experience work integrated learning units. You will also develop personal, interpersonal and group working skills and apply the knowledge you've gained in professional settings.

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 human element 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

The program is aligned to the US-based Society of Human Resource Management guidelines.



Prepared for real-world challenges

QUT offered a practical and varied approach to learning that I found extremely beneficial. Some subjects had online weeks where the lecture and tutorial was delivered online—this prepared us for working within geographically dispersed teams where the only way to meet is via online teleconferences. Practical assessments made it easier for me to apply my theoretical knowledge to situations I encountered at work.

Callum Johnston

MAJOR

International Business

Ensuring the smooth operation of business on a global scale is a complex challenge. International firms require people who can navigate global regulations, accommodate cultural differences and strategically differentiate regional consumer preferences. You will also need knowledge of global transport options and an understanding of ethical behaviour.

If working in a multidisciplinary business role and managing resources, people and logistics interests you, then a major in international business could be your gateway to a career in a global industry.

Why choose this course?

This transdisciplinary major draws on marketing, management, finance, accounting and law to provide a comprehensive understanding of the business activities that occur across borders and cultures. You will have the opportunity to hone your cultural intelligence to relate and work effectively in culturally diverse situations.

Through practical learning experiences, you will develop skills in negotiation and logistics management and gain knowledge of trade procedures, regional customs and offshore business strategies. You will also have the option to build or improve your foreign language skills.

Your understanding of importing and exporting will come from examining real business cases and investigating how planning, decision making and strategic management contributes to the success of highly competitive international organisations.

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.

Real-world opportunities

You will have opportunities to apply your knowledge through industry placements, or travel on exchange to begin building your own network of international connections.

MAJOR

Management

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

QUT's management major has a focus on entrepreneurship as well as strategic management, exploring the ways that technology and innovation are reshaping the business world. We build entrepreneurial thinking into our courses so you will graduate with the skills to respond to changing business trends or create your own opportunities in business.

Why choose this course?

In a world where organisations are being disrupted and expectations of work and professional practice are changing, we will develop your skills in entrepreneurial thinking and strategic decision making. The role of the manager in innovating, collaborating, planning and implementing the efficient and effective use of organisational resources—whether in new entrepreneurial ventures or established organisations—is the focus of this major.

You will be able to manage teams, risk, projects and operations in changing environments. You will develop skills in creative thinking, decision making, leadership, communication and negotiation, and have the opportunity to study either entrepreneurship or project management.

In addition to the internship unit, Workplace Learning, you will have the opportunity to participate in programs that provide valuable learning experiences beyond the classroom—hackathons, negotiation competitions, startup weekends, pitch practice, innovation challenges, international case competitions, blogging and real-world collaborations with others from industry, other disciplines and government.

Career outcomes

Management graduates use transferable skills and a broad understanding of business organisations to work across all industry sectors. Specialist management knowledge has allowed some graduates to found, own and manage their own entrepreneurial startup ventures, while others gain places with established public and private employers.

Graduates can work as specialists in procurement, projects, accounts, business development, business advice and analysis, operations, risk management, team leadership, administration, consulting, asset management, client partnerships and in other varied roles.

Generate your own career opportunities

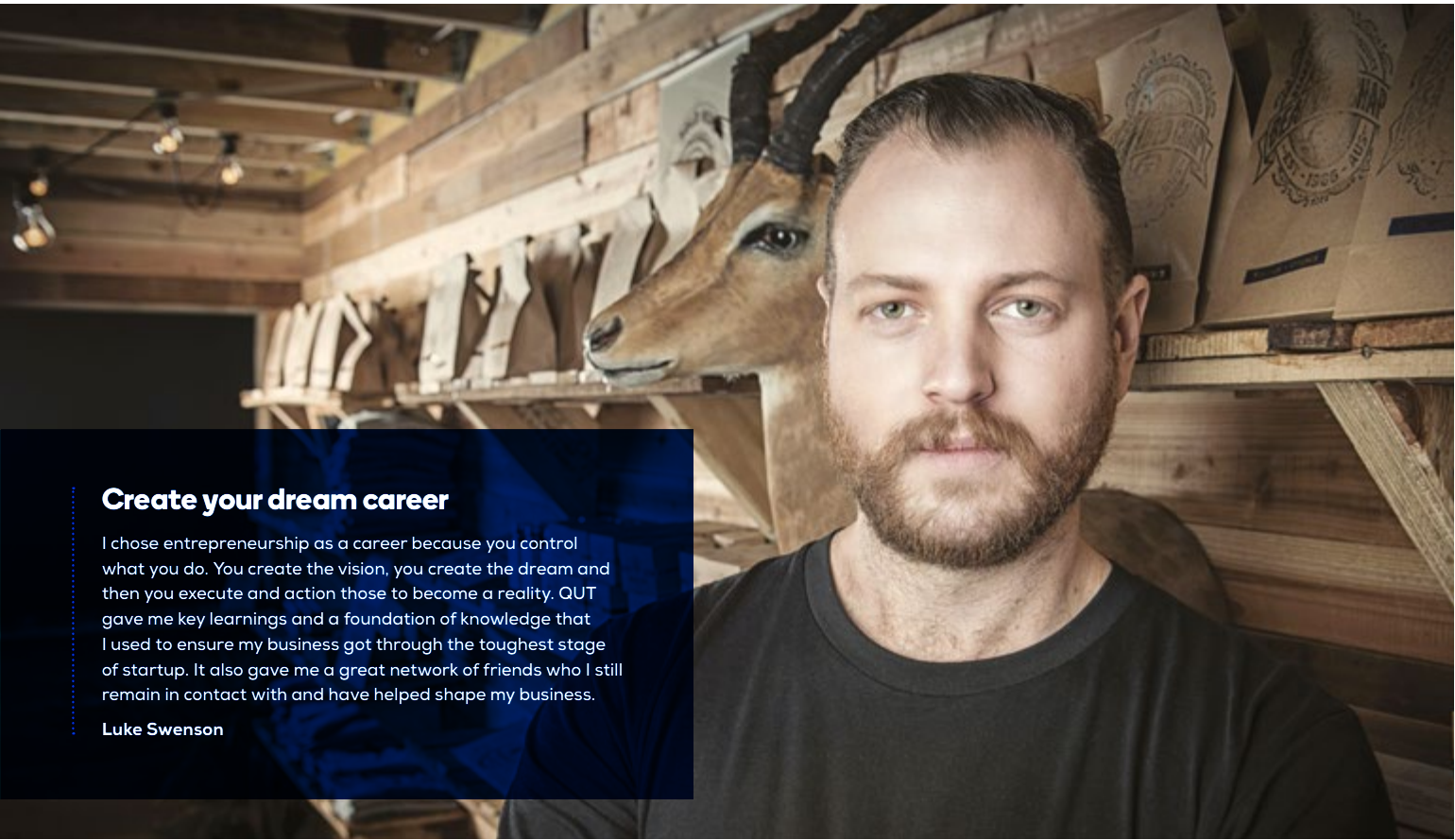
Entrepreneurial skills can transform your idea into a business or help you to stand out to future employers. QUT foundry offers programs and support to train the next generation of entrepreneurs.



Global-ready degrees

My international business major proved to be an incredible conduit to the world of global commerce. The field of study provides a well-rounded and holistic foundation of business knowledge, covering areas such as supply chains and logistics, import, export and market entry strategy, as well as the role of global financial systems in business decisions both domestic and abroad. As a strategy analyst at L'Oréal, I have been fortunate enough to find challenging work with opportunities that extend globally.

Liam Dillon



Create your dream career

I chose entrepreneurship as a career because you control what you do. You create the vision, you create the dream and then you execute and action those to become a reality. QUT gave me key learnings and a foundation of knowledge that I used to ensure my business got through the toughest stage of startup. It also gave me a great network of friends who I still remain in contact with and have helped shape my business.

Luke Swenson

MAJOR

Marketing

Marketing is the process that connects organisations with their customers. All organisations operate in a competitive environment and need to promote their products in a meaningful way. Behind every famous brand name, like Google, L'Oréal and Coca-Cola, there is a strategically driven marketing team connecting consumers with the products and services that meet their needs.

To work in marketing you need to be able to identify opportunities, develop market-oriented initiatives and execute marketing programs effectively. Successful marketers require a strategic understanding of the dynamic marketplace, the analytical skills to interpret and predict customer behaviour, and the creativity to develop customer-focused experiences.

Why choose this course?

QUT will train you to be growth oriented and recognise opportunities where others see threats. Our future-focused degree will prepare you to lead marketing solutions in changing business environments. You can tailor your marketing major to suit your interests while still gaining specialist content knowledge and the confidence to thrive in marketing roles.

Your foundation of business knowledge and marketing principles will be complemented with opportunities to apply your learning in internships and real-world interactions. From the start of your degree you'll behave like a marketing professional—meeting industry clients in the classroom and participating in authentic assessments.

You'll have the opportunity to complete work placements in consultancies, corporate settings, government and community groups. With access to industry events run by professional bodies such as the Australian Marketing Institute, you will be able to build a network of industry contacts while studying.

QUTopia marketing simulation

Student teams take a marketing plan from concept to implementation by developing and selling products in the QUTopia marketplace. Teams measure and reflect on their performance so they can refine their strategy throughout the competition.

Career outcomes

QUT's marketing major delivers transferable skills that graduates can apply across a range of industries and organisations. There is growing employer demand for marketing graduates with strong digital competence, who are versed in data analytics, and who are creative and critical thinkers.

Our graduates work in positions such as:

- product/brand manager
- business development manager
- digital marketer
- market researcher
- marketing coordinator
- product manager
- social media specialist
- marketing consultant
- entrepreneur.

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.

MAJOR

Public Relations

Public relations professionals manage the relationships between organisations and the people on which they rely. They may help organisations engage with local communities, undertake media relations, and advise organisations on how to respond to an issue or mitigate a crisis. With its strong focus on communication, public relations draws on both creative and business skills to achieve mutually beneficial outcomes for organisations and their stakeholders.

Why choose this course?

QUT's public relations course is uniquely designed to help you develop the skills employers demand from PR professionals. You'll learn how to maintain and enhance relationships between organisations and customers, shareholders, governments and communities. Practical learning experiences will give you the contacts you need as a graduate entrant to the workplace.

You'll learn how to think critically and research effectively, so you can develop smart organisational communication that responds to the pressures of

complex business environments. These skills will prepare you to face the challenges of the fast-changing business context in which you will be working.

Create real change
QUT students developed communication material for The Pyjama Foundation to encourage people to support the organisation. Their work was used by the foundation in a successful grant application.

We have real-world organisations as clients in many of our units, so you'll learn how to respond to actual issues while studying. We offer assessments that help you demonstrate your increasing level of knowledge, understanding and skill as you progress toward graduation. We work with industry and professional bodies to make sure the knowledge and skills we offer are what you need to be a public relations professional now and into the future.

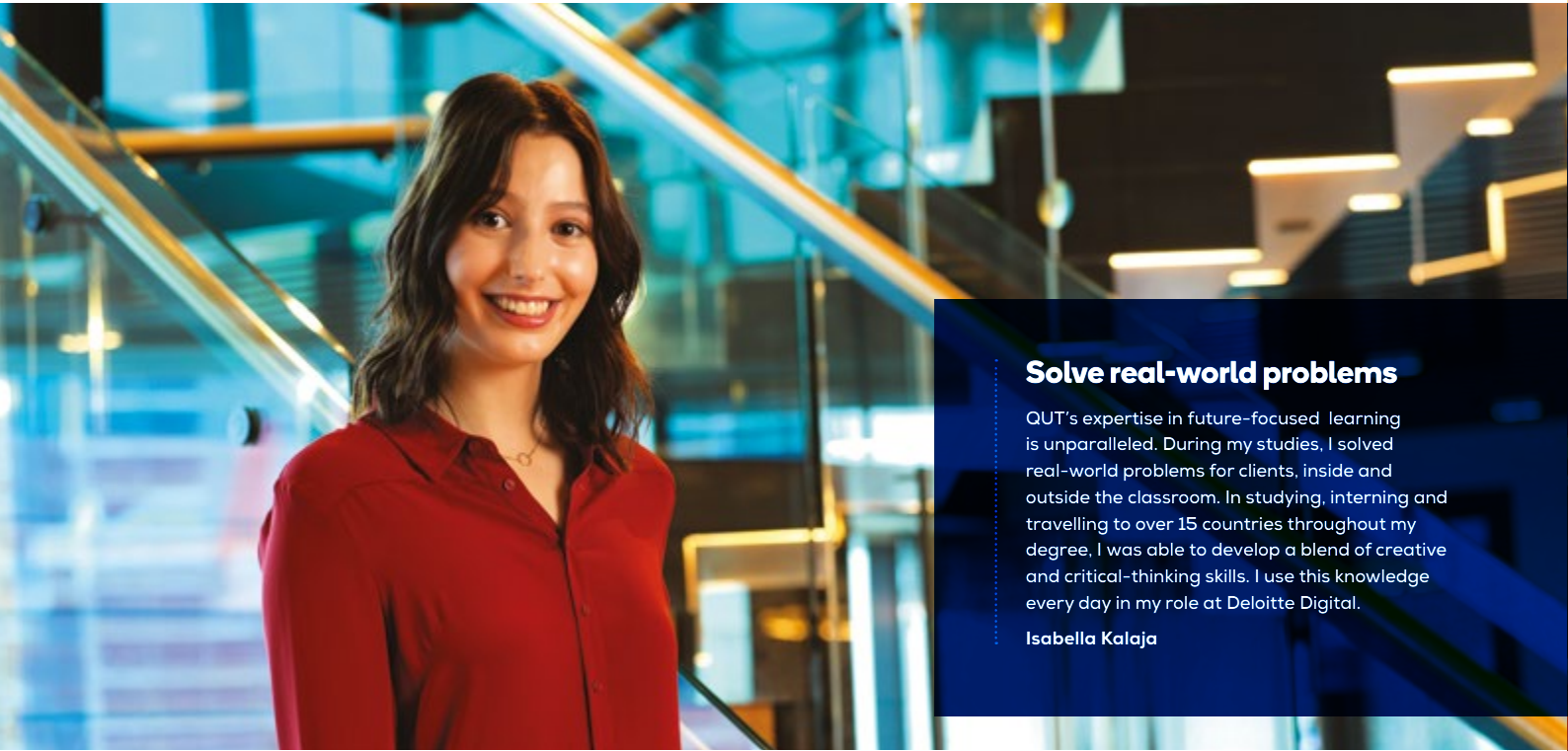
QUT's public relations course allows you to graduate with a portfolio of work to demonstrate your skills and potential to employers.

Career outcomes

This course is well recognised for educating industry professionals. You will enter an industry that has an established network of QUT graduates currently working around the world in community relations, stakeholder engagement, government relations, corporate communication, media and communications, digital media, financial and investor relations, fundraising, and media and publicity.

Professional recognition

This course meets current industry standards and is accredited by the industry's peak professional body, the Public Relations Institute of Australia. QUT maintains strong links with this body and several staff members have held executive positions.



Solve real-world problems

QUT's expertise in future-focused learning is unparalleled. During my studies, I solved real-world problems for clients, inside and outside the classroom. In studying, interning and travelling to over 15 countries throughout my degree, I was able to develop a blend of creative and critical-thinking skills. I use this knowledge every day in my role at Deloitte Digital.

Isabella Kalaja

Launch your career

When I graduated from QUT, I was initially attracted to the glamour of media relations, however my favourite part of my job was being on the ground and talking directly to our stakeholders. I'm now working on major infrastructure projects in community relations. My lecturers and tutors offered valuable insights into how the theory we were learning applied to the real world. They helped launch my career and are still valuable relationships to me today.

Nicole Quinn



BACHELOR OF

Business–International

2020 selection rank (including adjustments) 87.00 | QTAC code 413402 | Campus Gardens Point

Duration 4 years full time, 8 years part time² | Assumed knowledge English and for accountancy, economics, finance, financial planning and marketing: Maths | Offer guarantee No | Entry February and July

Increase your global employment opportunities and develop your intercultural skills with the Bachelor of Business–International.

Your degree

This degree combines the three-year Bachelor of Business with one year of international studies, giving you all of the outcomes of the standard degree plus the unique advantages of our specialised international studies.

The Bachelor of Business–International consists of four parts:

- Part 1–Core units

Business core units provide an essential foundation, giving you the skills and capabilities you need to succeed in business.
- Part 2–Primary major units

Your major is your main area of study. Choose one of 10 study areas available in the Bachelor of Business.
- Part 3–International study year

This component usually commences in your third year. Choose from our international year study options, undertaken offshore at one of our international partner universities:

 - language and cultural immersion
 - second degree program
 - special programs
 - flexible exchange studies.
- Part 4–Complementary study units

Customise your degree to match your interests and career goals by adding:

 - a second major
 - a minor or extension
 - a range of optional study units.

Your international study year

This degree offers options which are not available in a standard exchange program.

Take advantage of specialist options including:

- Language and cultural immersion

A year of language, culture and business studies in a region of your choice could help prepare you for a career in that part of the world.
- Second degree program

Study with one of four triple-accredited specially selected partners for one year (England, Norway, Austria or France). You will qualify for their degree in addition to your QUT degree.
- Special programs

Undertake a certificate program at selected partner universities and you can be awarded a certificate for studies in a related area, or apply to undertake an internship on exchange for credit.
- Flexible exchange studies

Study at one or two of our many partner universities in a discipline area that may not be offered at QUT to enhance your degree.

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 first 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. Your international study component normally commences in your third year. 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.

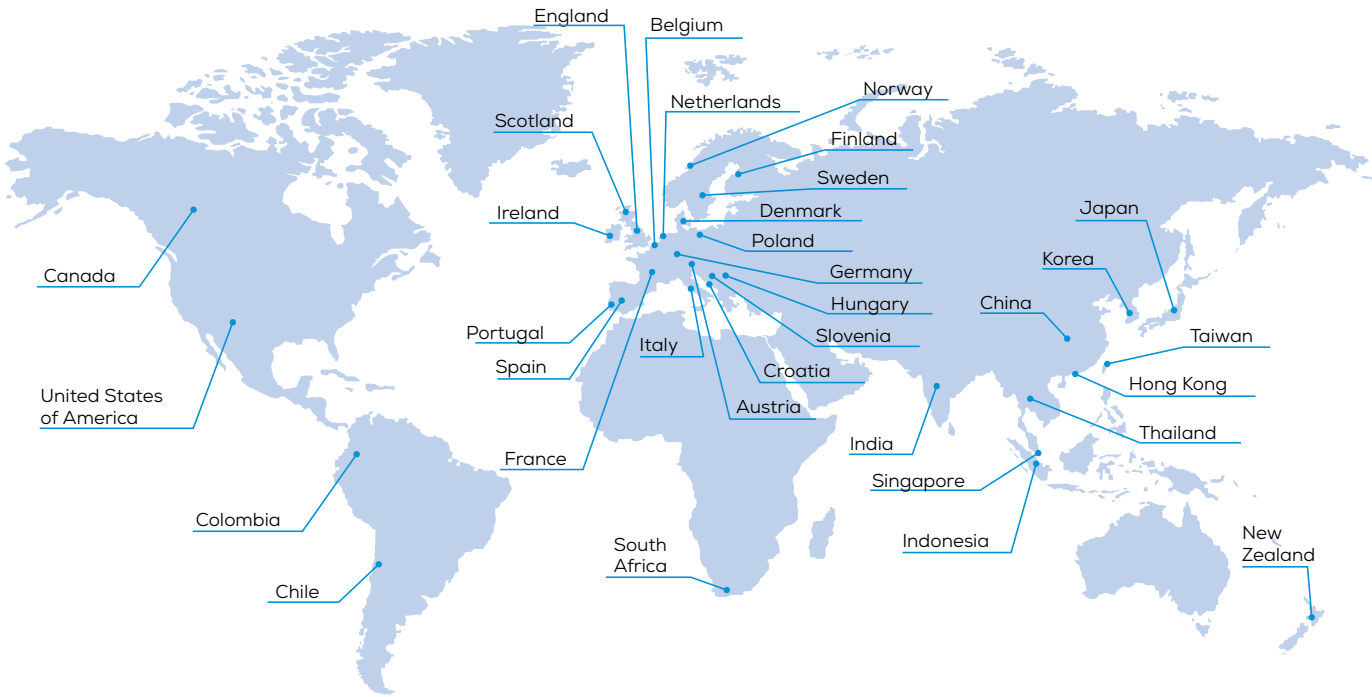
Additional costs

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 on exchange. See the course details at qut.edu.au/study for more information.

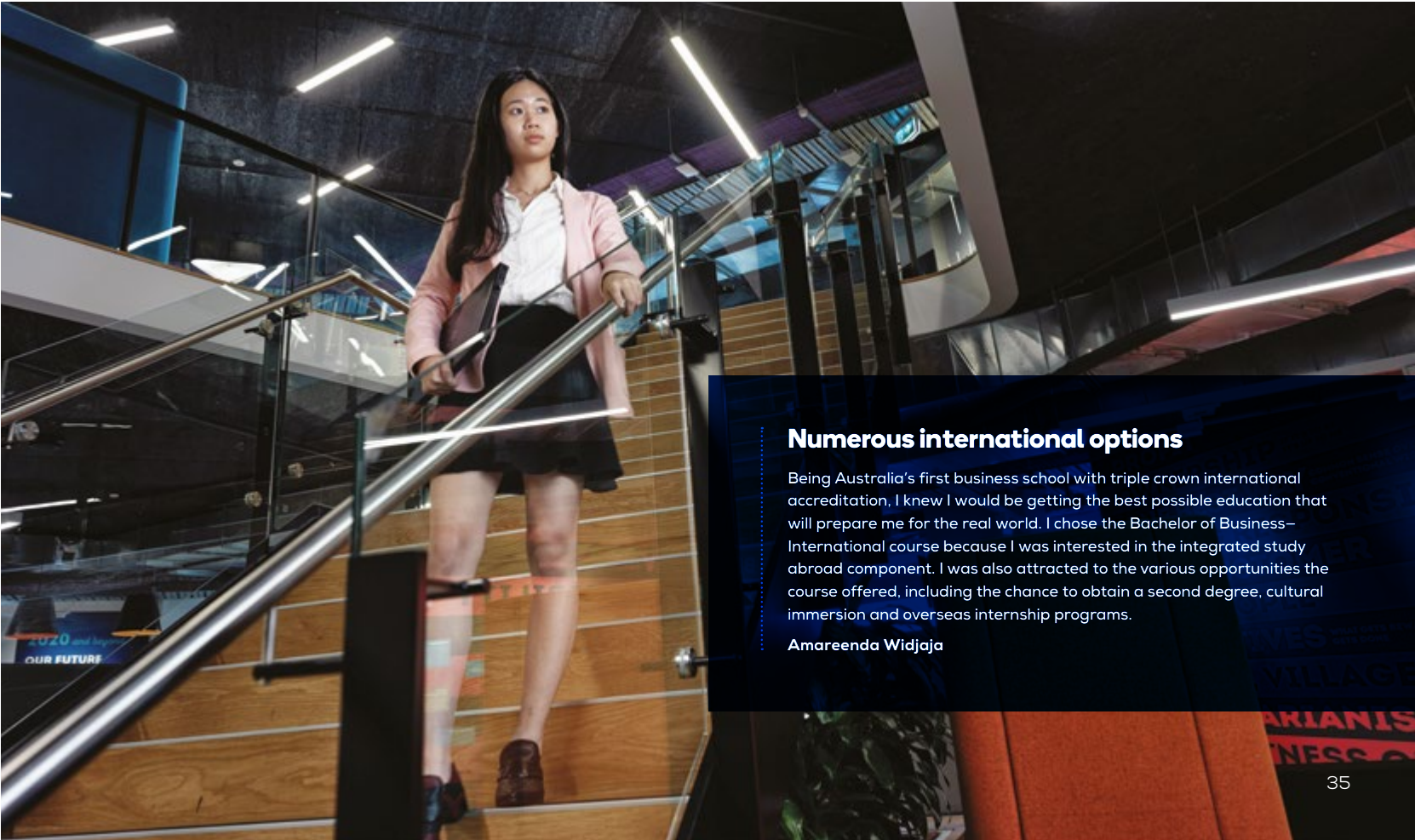
Start your studies mid-year

You can commence this course in February or July, giving you the flexibility to start studying as soon as possible.

QUT Business School partners



more than **80** partner schools in **33** countries



Numerous international options

Being Australia's first business school with triple crown international accreditation, I knew I would be getting the best possible education that will prepare me for the real world. I chose the Bachelor of Business–International course because I was interested in the integrated study abroad component. I was also attracted to the various opportunities the course offered, including the chance to obtain a second degree, cultural immersion and overseas internship programs.

Amareenda Widjaja

Dean's Honours Program

2020 selection rank (excluding adjustments) 97.00 | **QTAC code** 413222 | **Campus** Gardens Point

Duration 3 years full time (bachelor degree) + 1 year full time (honours)

Assumed knowledge English and for accountancy, economics, finance, financial planning and marketing: Maths

Offer guarantee No | **Entry** February

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

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 clearly demonstrate an ability to perform 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 further PhD studies. A strong result in your honours program provides you with direct entry into our PhD program.

Dean's Honours Program scholarship

Dean's Honours students will be awarded a scholarship valued at \$20 000 paid over the four-year program. Once you apply for the Bachelor of Business Dean's Honours Program course through QTAC you do not need to apply separately for this scholarship.

To be eligible you must be a current Year 12 domestic or international student at an Australian secondary school in 2020 (or have graduated in 2019 with no other studies undertaken).

Please note that QTAC selection rank adjustments do not apply to this program scholarship. Students may hold a QUT Excellence Scholarship and accept an offer into the Dean's Honours Program. Only one merit scholarship will apply.

Dean's Honours scholars must maintain a grade point average of 5.5 on QUT's 7-point scale throughout their studies to retain the scholarship.

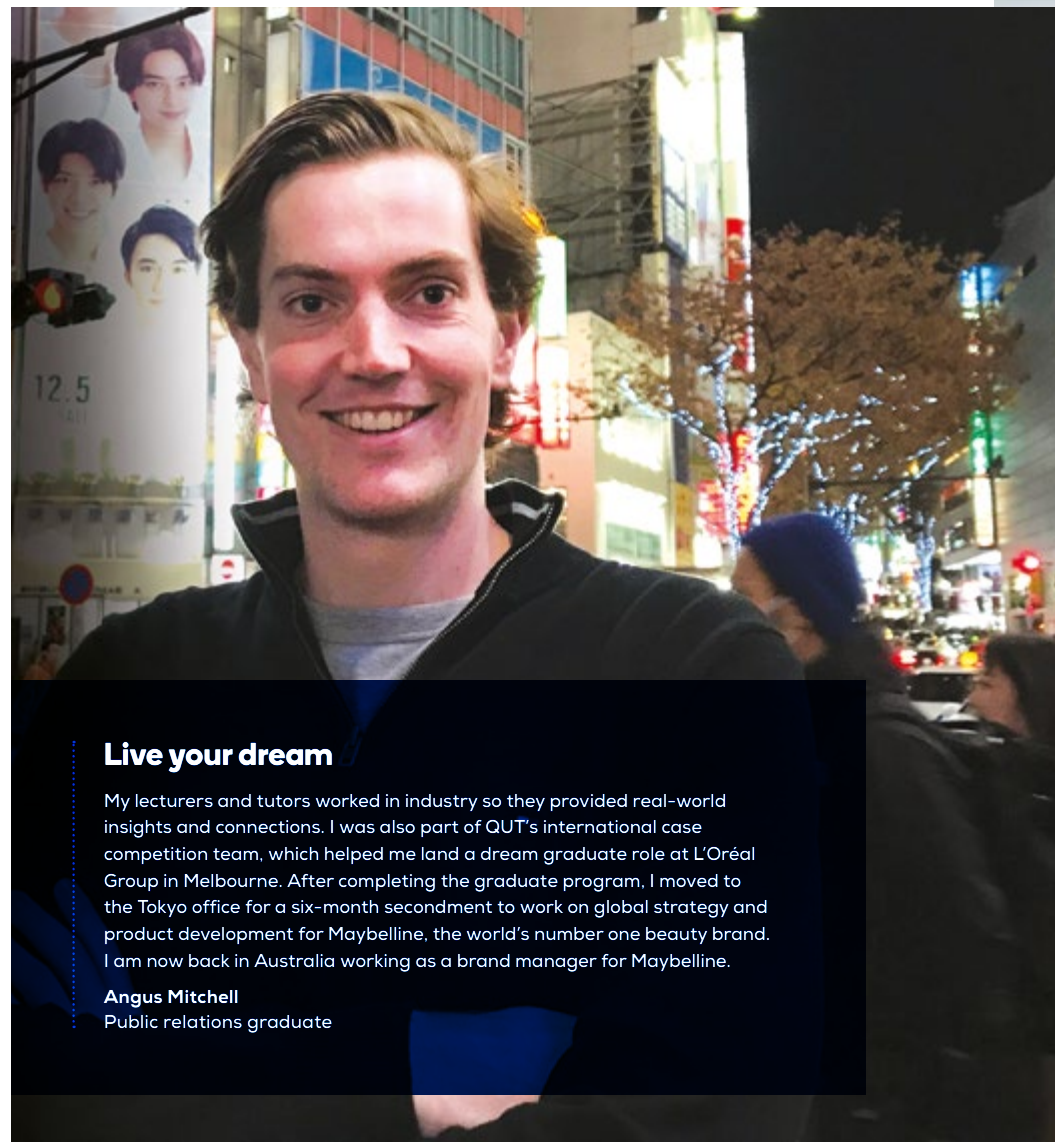
Is the honours program still available if I'm not accepted into the Dean's Honours Program?

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 visit qut.edu.au/business/scholarships or contact the QUT Business School Scholarships and Prizes Coordinator on 07 3138 4632 or email bus.scholarships@qut.edu.au



Live your dream

My lecturers and tutors worked in industry so they provided real-world insights and connections. I was also part of QUT's international case competition team, which helped me land a dream graduate role at L'Oréal Group in Melbourne. After completing the graduate program, I moved to the Tokyo office for a six-month secondment to work on global strategy and product development for Maybelline, the world's number one beauty brand. I am now back in Australia working as a brand manager for Maybelline.

Angus Mitchell
Public relations graduate

Stand out from the crowd

The honours year added a distinguishing aspect to my résumé and a keen point of interest for potential employers. The program afforded me a balance between academic commitments and extracurricular activities, including opportunities to compete in business case competitions, and complete internships in both Australia and Japan. The critical-thinking skills developed through the honours year helped me in my role as a consultant at Bain & Company.

Rhiannon Nind
Economics graduate



BACHELOR OF Property Economics

2020 selection rank (including adjustments) 70.00 | QTAC code 412322 | Campus Gardens Point
Duration 3 years full time | Assumed knowledge English, Maths | Offer guarantee 87.00 | Entry February and July

The property sector is one of Australia's largest industries and second largest employer. Property economists are skilled in the ownership, management, investment, valuation and development of a range of property types. Property economists are experts in optimising the returns and performance of this specialist asset class.

Why choose this course?

QUT offers one of the few specialised property courses in Australia. Property economics at QUT is concerned with all aspects of property with a focus on finance, the commercial property market sector, sustainable development, and environmental and energy efficiency. You will gain hands-on, practical experience to supplement your theoretical knowledge.

Career outcomes

You will have career opportunities to work in your own private enterprise or as an employee in property valuation, property development, property consultancy, strategic investment advice, real estate, banking and finance, property agency, property management and funds management in both the public and private sectors.

Professional recognition

This degree has professional accreditation from the Australian Property Institute, the Valuers' Registration Board of Queensland, the Royal Institution of Chartered Surveyors, and the Board of Valuers, Appraisers, Estate Agents and Property Managers Malaysia.

Start your studies mid-year

You can commence this course in February or July, giving you the flexibility to start studying as soon as possible.

Your course

Year 1

Introduction to property, construction, economics, accounting, law and property transactions, fundamental property valuation practice, and collaborative projects with other students

Year 2

Analysis of property markets, investment, property finance and asset management, major and minor units, and professional communication

Year 3

Collaboration with other students in related disciplines to determine the feasibility of a hypothetical development project, as well as advanced valuation and research expertise. Guest lectures from leading industry practitioners, industry-focused professional practice, major and minor units, and a property project

Double degrees

- architecture
- business
- interior architecture
- law (honours)

For more information see pages 42–43.

Live your dream

I gained valuable work experience during my time at QUT. I secured a part-time property analyst position as part of my work integrated learning. Thanks to the career mentor service, I also worked as a student research assistant before I graduated. The strong analytical and critical thinking skills I developed built a solid foundation for my professional career.

I am currently working in Malaysia as an assistant valuer and property manager at a local consultancy firm. The practical work experience I gained during my studies was definitely a stepping stone to where I am now.

Belinda Chong



Diverse degree, diverse careers

As an investment analyst at QIC's Global Real Estate team, I am jointly responsible for one of the fund's largest retail centres valued at around \$1 billion. My role is extremely fast paced and requires frequent travel due to our assets situated around the globe. The diversity of the degree and curriculum was a huge highlight for me, and led to an extensive range of career outcomes. Given that property is the largest commodity in the world, there is so much more you can do outside of being a real estate agent.

Claire Mangan





Double degrees

Why choose a double degree?

A double degree combines two bachelor degrees into a single course of study that allows you to specialise in two fields and pursue different interest areas.

By studying a double degree you will:

- complete your studies in less time than two single degrees, saving you time and money
- have a broader range of skills and knowledge, giving you a competitive advantage and greater career flexibility
- benefit from greater variety in your study
- build networks in two professional areas.

Why choose a double degree with business?

In the business component of your double degree you will gain broad-based business knowledge and practical skills that will prepare you for any business role and complement your other chosen field. You will also acquire the specialist skills and knowledge in your choice of business major. Refer to pages 20–33 for details on majors.

Career outcomes of double degrees with business

Career outcomes will depend on the combination of your degrees and your majors. Our double degree graduates work in a diverse range of interesting careers. For example, a double degree in creative industries and business with a major in marketing can lead to a career as a creative and content specialist. The same degree combination with a major in international business can lead to a career in management consulting or as an international business specialist.

Double your opportunities

I thoroughly enjoyed the practical components of my double degree, which involved developing marketing campaigns and software solutions for Queensland businesses. Along with the opportunity to expand my technical and business skill sets, these experiences taught me the value of stakeholder management and the importance of utilising my soft skills to build rapport with business partners. I still implement the lessons I've learnt through these experiences within my career.

Karthik Gounder
Marketing and IT graduate

Business double degrees

Combine a degree in	with a degree in	Career opportunities
Business Choose from majors in: <ul style="list-style-type: none">• accountancy• advertising• economics• finance• financial planning• human resource management• international business• management• marketing• public relations.	Animation	A double degree with animation will broaden your skill set and make you stand out to employers, or give you the capabilities to start your own creative enterprise.
	Architecture	How we live and work tomorrow will be very different to today. You can drive that change by combining business and architecture to create environments that make a positive impact on the future, or to use the skills for careers in management, marketing or other business aspects of design organisations.
	Biomedical science	Work for governments in a regulation, compliance or policy development and implementation role for venture capital and investment banks as an analyst, or for innovation commercialisation companies as a consultant.
	Creative industries	Work as an entertainment industries producer, events manager, creative entrepreneur or social media marketer.
	Creative writing	Develop your career as a creative writer, publishing professional or public relations consultant.
	Digital media	Take advantage of rising demand for the combination of digital management and analytical skills with business project and planning roles across industry and government.
	Drama	Graduates find careers in performing arts marketing and management, and in stage management.
	Engineering	With this double degree you will be equipped to plan, design, construct and manage engineering projects. You can also work in areas outside of engineering such as management, finance and consulting.
	Entertainment industries	Business acumen will enhance your career opportunities in local and global entertainment industries. Options include managing specific entertainment projects or investigating the broader patterns of international entertainment.
	Fashion	Through the combination of fashion and business you will be able to work in diverse design careers internationally including fashion buying, fashion marketer, fashion finance, fashion business analyst, design forecaster and fashion entrepreneur.
	Film, screen and new media	Work in cinematography, vision and sound editing, directing, scriptwriting, producing or production management. You may also start your own specialised business, such as developing film and new media services within the advertising and corporate sectors.
	Games and interactive environments	Work in roles such as project manager, production manager, producer, content manager, business development manager, product manager or marketer.
	Human services	Work in roles involving staff recruitment and management, promotion of programs and services, or the development of contracts and tenders in human services organisations providing child and family, disability support and health services to communities.
	Industrial design	Create your future in industrial design management, strategic design, creative business ownership, entrepreneurship and business startup ventures across fields such as product, interface or usability design.
	Information technology	Your combined skills provide opportunities for careers such as technical consultant, chief information officer, systems analyst or brand strategist.
	Interaction design	Gain the skills to shape the way we interact with future technology, as well as business acumen to develop, market and grow new technologies. You will be prepared for employment across interaction design industries and in roles that are yet to emerge including web and mobile app design, interface design, user experience (UX) design or interaction (IxD) design, wearable fashion technology and robotics design.
	Interior architecture	In both the commercial and property sectors, business acumen and interior architecture skills can lead to diverse careers intersecting design with marketing, public relations, advertising, international business, economics, management and human resource management.
	Journalism	Forge a career as a journalist with a specialty in finance, international affairs, or political and social commentary. You may also work as a media executive, business analyst or researcher.
	Justice	Graduate job ready by exploring the most recent theory and practice of social justice, and gain business skills that are relevant to the workplace. Work as a business adviser, community worker, government officer, ministerial policy adviser, police officer or policy officer.

Combine a degree in	with a degree in	Career opportunities
Business Choose from majors in: <ul style="list-style-type: none">• accountancy• advertising• economics• finance• financial planning• human resource management• international business• management• marketing• public relations.	Landscape architecture	Position yourself at the intersection of design and business to drive the change to tomorrow's outdoor spaces. This course will prepare you for diverse roles that make a positive impact on the future, or to use your skills for careers in management, marketing or other business aspects in design organisations, or to establish your own enterprise.
	Law	Pursue a career as a legal practitioner, barrister, in-house lawyer, government lawyer, policy officer or adviser, or take on roles in business or industry. Ideal to work in specialist areas such as corporate law, company takeovers, mergers and acquisitions, corporate governance, compliance law, taxation law, insolvency practice and intellectual property law.
	Mathematics	You may work as a statistician, analyst or economist, or in the fields of finance, investment, information technology, environmental management, health, marketing, logistics, defence, media, education or research.
	Professional communication	Graduates find careers as media or entertainment producers, public relations consultants or international business specialists.
	Property economics	The property sector is one of Australia's largest industries and the second largest employer. Combine property economics with a business specialisation to use your unique skill set to optimise returns and manage the performance of properties, think creatively and critically, communicate professionally, make ethical business decisions and work in a global context.
	Psychology	Develop a career as an organisational change manager, business adviser, human resources manager, market researcher, marketing manager, or training and development consultant.
	Secondary education	Explore rewarding careers in secondary school teaching and the modern business world. In your education studies, you will develop specialist knowledge and skills in two teaching areas. Your career can be influenced by your chosen major in the Bachelor of Business.
	Science	Gain employment as a consultant, laboratory manager, venture capitalist financier, marketer or project manager within firms developing and taking scientific research to the marketplace.
	Visual arts	This double degree gives you a broad range of career options such as art project manager, artist, marketer, arts administrator, public relations officer/consultant or visual artist.
	Visual communication	Visual communication skills combined with business acumen provide a range of unique career opportunities including business analyst for graphic industries, visual communicators in advertising and marketing agencies, or digital content designer for a range of business applications.
Property economics	Architecture	In the competitive property and building industry, having design skills combined with sound economic intelligence is highly valued. Be able to research, develop, value and design property for investment in commercial and government sectors.
	Business	The property sector is one of Australia's largest industries and the second largest employer. Combine property economics and a business specialisation to use your unique skill set to optimise returns and manage the performance of properties, think creatively and critically, communicate professionally, make ethical business decisions, and work in a global context.
	Interior architecture	This course will prepare you to use new technology and harness your creative eye, and provide you with property economics skills to optimise returns and manage the performance of properties across the commercial and public sectors.
	Law	Develop a unique set of skills to enhance your employment options whether you choose to work in the legal fraternity or within the property industry. Careers could include in-house lawyer for property developers, fund manager, investment analyst, property economist, property lawyer or property economist.

DIPLOMA IN Business

International entry February, June and October | **Campus** Kelvin Grove | **Duration** 2 semesters full time
2021 international fees A\$22452 (per course, 96 credit points, subject to annual review) | **QUT code** BS40 | **CRICOS** 081618F

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 College at our Kelvin Grove campus.

The course will fast track your entry into the second year of the Bachelor of Business. You will develop academic skills which will help you become more confident with your university studies and dramatically improve your English skills, all while enjoying a complete university experience. Successful graduates will be guaranteed entry into QUT's 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 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, Literature, English and Literature Extension or English as an Additional Language (limited achievement or higher), or IELTS 5.5 with no sub-score less than 5.0, TOEFL overall 56.0 (internet-based test) with sub-test scores no less than reading and listening 10, writing 15, and speaking 14, or QUT-accepted equivalent, or have successfully completed the English for Academic Purposes (EAP) program. Students should also check visa requirements.

An alternative pathway

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, and provided an entry pathway to the second year of the Bachelor of Business.

Leanne Banrogo
Accountancy graduate

Your application

1. Find the course that suits you

We can help you figure out your future. Visit qut.edu.au/study to find out as much as possible about the courses you are interested in studying, access the Match My Skills quiz, or explore the START QUT program which allows you to study subjects at QUT while you are in high school.

2. Check the entry requirements

For admission to QUT you must have completed Australian Year 12 (or equivalent) or be aged 18 years or older and applying on the basis of previous study or work/life experience.

How selection is made

For most QUT courses you are selected on the basis of an ATAR or selection rank. Course thresholds on pages 47–48 indicate the lowest selection rank to which an offer was made inclusive of adjustment factors in the 15 January 2020 offer round.

Thresholds can change from year to year and should be used as a guide only.

For more information see the online course information at qut.edu.au/study

Additional entry requirements

Some courses have additional entry requirements such as a portfolio or audition, or completion of a suitability statement. For creative industries courses with additional entry requirements you will need to register for an audition or submit a portfolio by 5pm on Friday 28 September 2020 in addition to your QTAC application. See the online course information at qut.edu.au/study

Assumed knowledge

For most courses, QUT has an assumed knowledge scheme. This means that we don't use specific school subjects as entry criteria for our courses; however we assume you have this knowledge when you study with us. You may struggle with your studies if you don't have the assumed knowledge. Visit qut.edu.au/assumed-knowledge

Prerequisites

Some courses have prerequisite subjects that you must have studied in order to gain entry to the course. Visit qut.edu.au/prerequisites

Bridging programs

If you have not met a prerequisite or do not have the assumed knowledge we strongly recommend completing a bridging program through QUT or other recognised providers. Visit qut.edu.au/study/bridging-programs

English language proficiency

You must demonstrate that you can speak, write, read and comprehend academic English to a specific standard. If you have an Australian Year 12 qualification, you meet the English proficiency standards. If your first language is not English and you have not undertaken either senior schooling, higher study or significant professional work experience in the English language as recognised by QUT, you must demonstrate your English language proficiency.

QUT offer guarantee

Our offer guarantee can give you peace of mind about your study choices. If you receive an ATAR or selection rank equal to or higher than the offer guarantee, you are guaranteed a place in the course regardless of the threshold. This means that when you know your ATAR or selection rank you can check your eligibility for a QUT course before receiving an offer. You still need to lodge a QTAC application by the closing date. Check the offer guarantee for each course on pages 47–48. A small number of courses do not participate in the offer guarantee.

3. Investigate the admission pathways

Your background

You may have different admission pathways depending on your background, such as Year 12, vocational education and training (VET), higher education study or work experience. Selection ranks can be assigned to each of your qualifications and experience. QUT will generally use the best of your ATAR/selection ranks for entry, however if you're a current Year 12 student, or have completed Year 12 within the past two years with no further study or employment, the minimum requirement for entry in 2021 is an ATAR, completed International Baccalaureate (IB) Diploma, or Queensland Certificate of Education (or equivalent).

Overseas qualifications

QUT will consider equivalent recognised overseas qualifications for admission purposes. If you have secondary or

tertiary qualifications from countries where English (as recognised by QUT) is not the standard language of instruction, you must provide evidence of English language proficiency. For more information visit qtac.edu.au

4. Consider selection rank adjustments

You may be eligible for selection rank adjustments, making you more competitive for a course offer. The maximum possible adjustment is 10 selection ranks across all schemes. Adjustments may not apply to all courses. Visit qut.edu.au/apply/adjustment-schemes

Equity adjustment—educational disadvantage

If you have been disadvantaged in your education, you can apply for the Educational Access Scheme (EAS). If you are eligible for the financial hardship category and enrol to study at QUT, you will also receive a guaranteed \$3500 QUT Equity Scholarship. Apply for the EAS on your QTAC application.

Elite athlete adjustment

If you are an elite athlete, we encourage you to apply for the QUT elite athlete entry scheme via QTAC. You may receive an adjustment of up to six selection ranks. Current Year 12 students and non-Year 12 applicants may be eligible. Support with managing your studies and scholarships may also be available.

Subject adjustment—Year 12 subject scheme

QUT's Year 12 subject scheme offers adjustments for successfully passing certain school subjects or completing a university subject while at school (e.g. START QUT) for 2020 Year 12 students applying for entry in 2021.

Aboriginal and Torres Strait Islander people

The Oodgeroo Unit's Centralised Assessment Selection Program assists Aboriginal and Torres Strait Islander applicants with QUT entry by recognising life experiences, any study undertaken, skills, commitment and potential. If you identify 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. Visit qut.edu.au/about/oodgeroo

5. Check the costs

If you are a domestic undergraduate student you will study in a Commonwealth supported place (CSP). Your fees will be partly funded by the government and you also pay a contribution to the course cost. Your student contribution depends on the number of units you study and the band for each unit. You may be eligible for a HECS-HELP loan to defer payment of your fees. For more information check the course details at qut.edu.au/study

2020 student contribution bands for Commonwealth supported students

Band	Estimated cost (two semesters)
Band 1 Education, nursing, visual and performing arts, behavioural science, social studies, foreign languages	\$6684
Band 2 Computing, built environment, health, engineering, mathematics, statistics, science, surveying	\$9527
Band 3 Accounting, administration, economics, commerce, law	\$11155

Scholarships

QUT is proud to offer a broad range of scholarships to recognise and support students. Visit qut.edu.au/scholarships

6. Make your application count

Applications for QUT undergraduate courses (as well as the Master of Teaching and Master of Social Work–Qualifying) are made through the Queensland Tertiary Admissions Centre (QTAC) online application service. For advice about how to apply and ordering your QTAC preferences, visit qtac.edu.au

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

Have a back-up plan

If you don't think you will receive the ATAR or selection rank for entry to your preferred course you can undertake further study to receive a new selection rank. This is called upgrading. Your options include completing one year of degree-level study, completing a diploma or advanced diploma, or a TAFE QUT dual award. Make sure you consider these options when completing your QTAC application. For details visit qut.edu.au/upgrading

7. Accept your offer

QTAC will notify you by email if you receive an offer. Once you have accepted your offer through QTAC, you can enrol at QUT via a link in your QTAC application. Visit qut.edu.au/apply/what-happens-next

Advanced standing

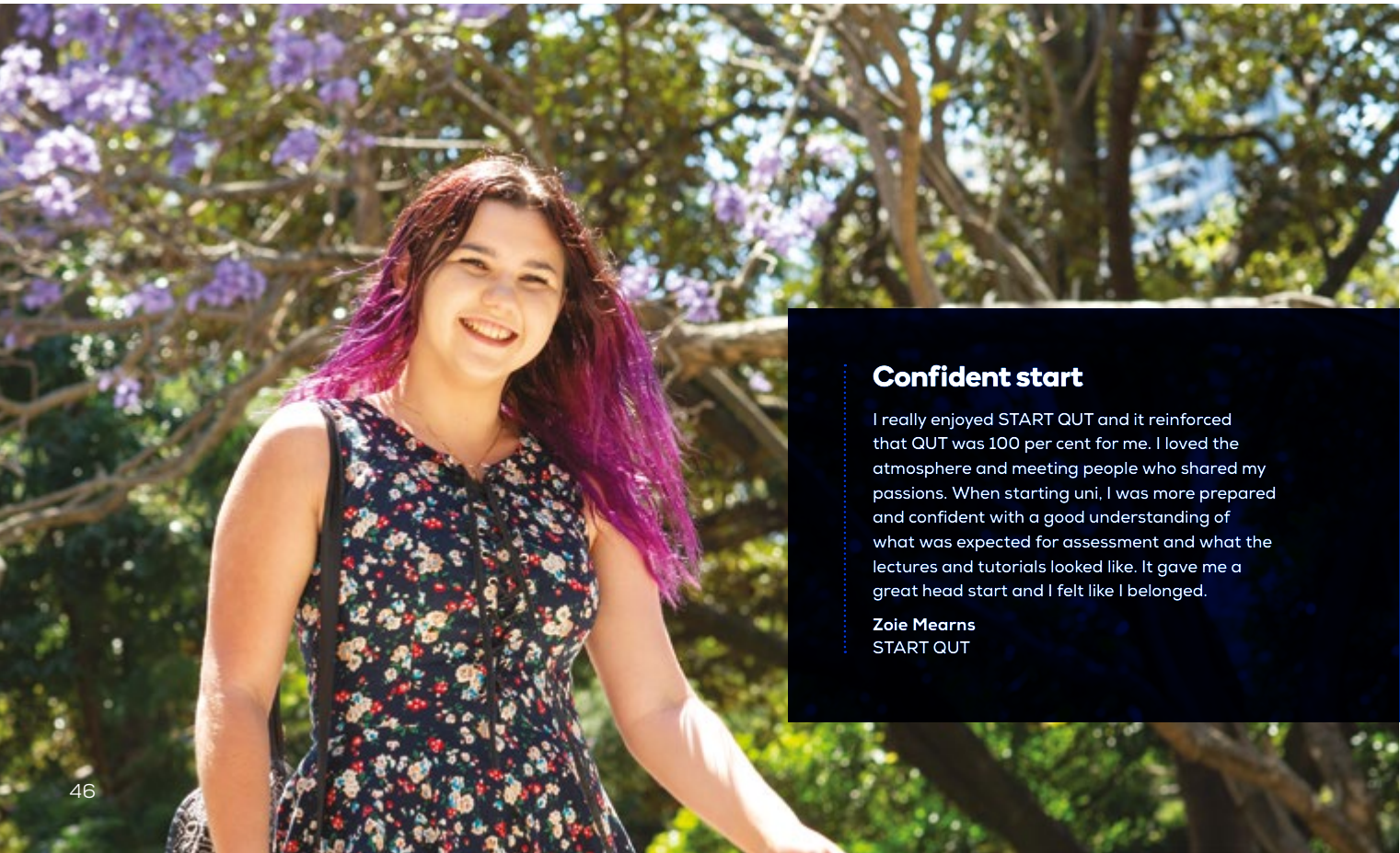
You can apply for advanced standing (credit) after you have received your QTAC offer. Students who have completed an IB Diploma may receive advanced standing for some units. Visit qut.edu.au/credit

Deferment

If you are a domestic applicant you can defer the start of your study for one year, except in some courses with admission requirements such as portfolio, audition, prior study or work experience, or where course changes do not permit deferment. In many circumstances, QUT may grant a further deferment of up to 12 months. For courses that are offered in both February and July, you can also request deferment of six or 18 months. Visit qut.edu.au/deferment

Business at a glance

Course		Campus	QTAC code	Duration (years)	Assumed knowledge	2020 selection rank (including adjustments)	Offer guarantee	Deferment	Entry
Business Majors in accountancy, advertising, economics, finance, financial planning, human resource management, international business, management, marketing, public relations		GP	413021	3F 6P [▢]	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
Property Economics		GP	412322	3F	English, Maths	70.00	87.00	Yes	February July
Business–International includes all Bachelor of Business majors		GP	413402	4F 8P [▢]	English, and for accountancy, finance, financial planning, economics and marketing: Maths	87.00	No	Yes	February July
Dean's Honours Program includes all Bachelor of Business majors		GP	413222	3F + 1F	English, and for accountancy, finance, financial planning, economics and marketing: Maths Prerequisite: Must be a current Year 12 student or returning from a gap year	97.00 [^]	No	Yes	February
Business Majors in: • accountancy • advertising • economics • finance • financial planning • human resource management • international business • management • marketing • public relations	Behavioural Science (Psychology)	GP KG	409532	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	Biomedical Science	GP	419432	4F	English, Math Methods, Chemistry and Biology	79.00	93.00	Yes	February
	• Digital Media	GP KG	409072	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Entertainment Industries	GP KG	409522	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Journalism	GP KG	409172	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Professional Communication	GP KG	409132	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	Creative Industries	GP KG	409182	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	Design								
	• Architecture	GP	419022	4.5F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	82.00	93.00	Yes	February July
	• Fashion	GP KG	409632	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths Prerequisite: Successful portfolio and academic achievement. (Apply online by 5pm on 28 September 2020.)	79.00 [◆]	No	No	February
	• Industrial Design	GP	419002	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Interaction Design	GP KG	409382	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Interior Architecture	GP	409582	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Landscape Architecture	GP	409642	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Visual Communication	GP KG	409032	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July



Confident start

I really enjoyed START QUT and it reinforced that QUT was 100 per cent for me. I loved the atmosphere and meeting people who shared my passions. When starting uni, I was more prepared and confident with a good understanding of what was expected for assessment and what the lectures and tutorials looked like. It gave me a great head start and I felt like I belonged.

Zoie Mearns
START QUT

Course		Campus	QTAC code	Duration (years)	Assumed knowledge	2020 selection rank (including adjustments)	Offer guarantee	Deferment	Entry
Business Majors in: • accountancy • advertising • economics • finance • financial planning • human resource management • international business • management • marketing • public relations	Education (Secondary)	GP KG	409122	4.5F	Prerequisites+: English, Maths and teaching suitability statement.	79.00♦	93.00	Yes	February July
	Engineering (Honours)	GP	419532	5F	English, Math Methods	79.00	93.00	Yes	February July
	Fine Arts								
	• Animation	GP KG	409002	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February
	• Creative Writing	GP KG	409432	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Drama	GP KG	409952	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Film, Screen and New Media	GP KG	409342	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	• Visual Arts	GP KG	409682	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths Prerequisite: Successful portfolio and interview. (Apply online by 5pm on 28 September 2020.)	♦	No	No	February
	Games and Interactive Environments	GP	419692	4F	English and Maths	79.00	93.00	Yes	February July
	Human Services	GP KG	409022	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	Information Technology	GP	419202	4F	English, Maths	79.00	93.00	Yes	February July
	Justice	GP	419702	4F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	79.00	93.00	Yes	February July
	Laws (Honours)	GP	419222	5.5F	English, and for accountancy, finance, financial planning, economics and marketing: Maths	87.00	93.00	Yes	February July
	Mathematics	GP	419212	4F	English, Math Methods	89.00	93.00	Yes	February
	Property Economics	GP	419332	4F	English, Maths	79.00	93.00	Yes	February July
	Science	GP	419832	4F	English, Math Methods	79.00	93.00	Yes	February July
Property Economics	Business	GP	419332	4F	English, Maths	79.00	93.00	Yes	February July
	Laws (Honours)	GP	419092	5.5F	English, Maths	87.00	93.00	Yes	February July
	Design								
	• Architecture	GP	419052	4.5F	English, Maths	82.00	93.00	Yes	February July
	• Interior Architecture	GP	419062	4F	English, Maths	70.00	87.00	Yes	February July

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 visit qut.edu.au/study

Footnotes

F = full time
P = part time

GP = Gardens Point
KG = Kelvin Grove

- ^ Selection rank adjustments do not apply to this program.
- ♦ This course has additional entry requirements.
- ▣ Evening classes may not be available.
- ✦ For information about Bachelor of Education subject prerequisites visit qut.edu.au/prerequisites

For assumed knowledge/prerequisite subjects:

- a grade of C or higher in Units 3 & 4 is specified
- English = one of English, Literature, English and Literature Extension, English as an Additional Language
- Maths = one of General Maths, Math Methods, Specialist Maths
- Science = one of Agricultural Science, Biology, Chemistry, Earth and Environmental Science, Marine Science, Physics, Psychology

For interstate, TAFE or bridging course equivalent assumed knowledge subjects visit qut.edu.au/assumed-knowledge

The selection rank shown is the lowest to receive an offer in the 15 January 2020 offer round inclusive of adjustment factors. The selection rank is a good indication of the equivalent ATAR.

The 2020 selection rank 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 further details and the latest course information visit qut.edu.au/study



Amazing experiences

I recently returned from completing the START MIT program with QUT Entrepreneurship. Aside from getting a once-in-a-lifetime chance to visit MIT, I was able to experience a surprisingly different culture and environment, meet and network with people within different industries, and learn valuable entrepreneurship skills from a number of incredible venture capitalists and founders I would never have had the opportunity to meet on my own.

Vivi Tran
Management and law student

BUSINESS

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Gardens Point campus

2 George Street, Level 3, V Block

Kelvin Grove campus

Victoria Park Road, Level 2, R Block

International students

Australia Freecall 1800 181 848

Phone +61 3 9627 4853

qut.edu.au/international

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In 2020, online activities may replace in-person events.

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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 qut.edu.au/international

CRICOS No. 00213J

QUT is committed to sustainability. The paper used in QUT Business Course Guide 2021 has the credentials:



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