# BUSINESS

## A GUIDE TO UNDERGRADUATE STUDY 2020

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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.

**Business**

for a changing world

Learn to think creatively and critically with a QUT business degree. Gain real-world experience and develop future-focused business skills that will equip you to thrive in business, locally and globally. Develop your initiative, problem-solving and teamwork skills with real-world industry engagement opportunities in professional environments.

Read on to see how we’ll prepare you for the future. If you are still exploring your study options, there’s a Match My Skills quiz you can take too.

Scan the QR codes with your iPhone camera or Google Lens to unlock more information.

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 lands 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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Why choose business at QUT?

Australia’s first business school with triple international accreditation

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

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 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.

QUT Business School is ranked in the top 100 in the business and economics subject category in the 2019 Times Higher Education World University Rankings.

Prepare for your business career

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.

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

You will gain business experience before you graduate through work integrated learning opportunities which integrate theory, knowledge and skills of a discipline with professional and contemporary practice. Our students engage with business professionals in many ways including internship programs, career preparation workshops and industry projects. Free co-curricular programs such as Business Advantage will further develop your business skills.

Your degree will also include work-relevant information and case studies to ensure you have the knowledge and insight to be effective in your employment from day one. You will develop and refine your professional skills and practise working in interdisciplinary teams on a real-world project under the guidance of academic and industry mentors.

See page 4 for more information.

Prepare for your career in business

When deciding where to study, I did a lot of research and I even called a few of my dream potential employers. They shared how QUT graduates were so prepared for the real world and had great practical skills. Once I had heard everybody’s feedback, I knew it had to be QUT.

Celeste Burke
Support for success
The student learning advisers program is run by the QUT Business School to help students achieve their study goals through peer support. Our student learning advisers can assist you with your course, assignment 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. Learning advisers 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 about the school and its support services including admission, enrolment and managing your progress.

25 undergraduate and postgraduate student learning advisers.

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 pages 18–20. Enhance your employability with a double degree (see pages 33–35), or deepen your knowledge through an honours or masters degree.

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

QUT Business School is rated 4th nationally for overall quality of educational experience.*

Career planning and assistance
Career development support is available from expert staff. Attend group sessions or discussions on résumé writing, interviews and other career development skills. The QUT UniHub portal can be used to find part-time and full-time work.

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

Careers fair
600 students | 23 external exhibitors
Speaker sessions included: Interview Skills; Consultancy Career; Career Commandos—a student success panel.

90% of QUT business graduates were employed four months after graduation.*

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 provided opportunities to pitch real-world solutions to businesses of every type. I gained friendships with incredible people from around the world and at home.

Geordie Williamson

* Quality Indicators for Learning and Teaching, visit qilt.edu.au
**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 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 Marketing Coordinator of RUD Chains Australia, using the skills developed throughout my studies and work experience to produce strategic, stakeholder-focused collateral.

Katie Delaney
**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

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**Take advantage of opportunities**

QUT provided invaluable support and flexible course options that allowed me to travel and work while studying. I completed internships in investment banking, consulting and private equity, and was able to live in the US while working on a start-up, all while still enrolled. QUT supported me in each of these opportunities, which in turn helped prepare me for my graduate position in a global investment bank.

Jack Nolan
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 three weeks to 12 months and are credited towards your QUT degree. The QUT Business School provides financial support with scholarships to help you make the most of the experience.

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 page 16.

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 pages 18–20.

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/qut-exchange-students

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

A range of international opportunities
I studied at Trinity College Dublin for six months and on the way home took part in a short-term study program in Mumbai as credit for a Development Economics subject. The program offered a truly immersive experience in India and the opportunity to develop strategy to address socioeconomic issues. It took theory beyond the classroom and gave us the opportunity to work with industry and non-profit representatives.

Rebecca Colbrook
**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.

**International undergraduate case competitions since 2008**

- 100 competitions
- 12 x 1st place
- 39 podium finishes
- More than 400 students involved
- More than 15 different countries

**What global experiences did QUT Business School students have in 2018?**

- 538 students participated in international programs in 2018
- 223 student exchanges
- 222 professional development
- 42 research opportunities
- 164 short-term study placements
- 77 faculty-led study placements
- 7 volunteering exchange

**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
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 experts from industry 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:

- Leadership
- Emotional intelligence
- Public speaking
- Entrepreneurship
- Group work
- Facilitation skills
- Social entrepreneurship
- Design thinking
- LinkedIn and employment preparation
- Interview skills
- Networking.

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

More than 800 student participations in 29 Business Advantage modules in 2018.

QUT foundry
At QUT we seek to amplify your degree through the development of your entrepreneurship competence. The QUT foundry is the place to meet other 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.

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
- QUT Starters.

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.
**Skills for your career**

The Business Advantage Program gave me the opportunity to hone my skills so that when it came to interview time I felt well prepared. I now work as a management consultant for Nous Group and they are currently training consultants using the same framework I learnt about at QUT, which makes you think how far ahead of the curve Business Advantage was at the time.

Catarina Piperidis

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**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 (QUTASA) events meant that I knew the people within the society, and had a network of contacts when I started my business.

Dhilukshan Ramalingam
**Business on campus**

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

The Bachelor of Business is 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](http://qut.edu.au/campuses-and-facilities)

**Gardens Point campus**

With more than 30 000 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:
- 24-hour computing laboratories
- cafés and food court
- indoor FINA-standard, 50-metre swimming pool and a gym
- bookshop and retail outlets
- Oodgeroo Unit
- licensed bar
- Gardens Theatre
- QUT Art Museum
- Old Government House including William Robinson Gallery
- medical centre and counselling
- esports arena
- childcare centre.

**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 decision-making and communication 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.
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 12 and 14.

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

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
Graduates from school with an OP 1 or 2 (excluding selection rank adjustments) and nominate the Bachelor of Business, Bachelor of Business—International or a business double degree as your first QTAC preference, to qualify for a Business Academic Excellence Scholarship worth $5000.

Check your eligibility and apply using the link on the Business Academic Excellence Scholarship web page.

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/ or 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 2020, 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 2020 are encouraged to apply for Equity Scholarships.

Scholarship for international students
The Triple Crown scholarship is valued up to $29,000 and it is available to international students studying in Australia and overseas. Triple Crown scholars will 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 some double degree programs. Visit qut.edu.au/scholarships/triple-crown

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
Corporate Partners
in Excellence scholarship program

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

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

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

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 2019 (or in 2018 with no other university studies undertaken) and apply through QTAC for a place in QUT’s Bachelor of Business. 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 degree program and achieve an OP 1–5. Please note, the Dean’s Honours Program, the Bachelor of Business—International and double degrees 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, Prizes and Work Integrated Learning Coordinator on 07 3138 4632 or email bus.scholarships@qut.edu.au

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 critical to effectively entering the workplace.

Holly Lister
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

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2019 corporate partners

This scholarship has been made possible through the generous sponsorship of our 2019 corporate partners:
Dean’s Honours Program

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 honours.

Why do honours?
An honours degree signals to potential employers that you are someone with exceptional ability, motivation and commitment to your field. It gives you the chance to further integrate the practical and conceptual knowledge gained through your degree.

As an honours graduate, you can clearly demonstrate an ability to undertake rigorous independent research. Development of these skills will differentiate you from your peers in the employment market. You may even discover your potential for research work and consider the opportunity to pursue an academic career through PhD studies. A good result in your honours program provides you with direct entry into our PhD program.

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 2019 (or have graduated in 2018 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, Prizes and Work Integrated Learning Coordinator on 07 3138 4632 or email bus.scholarships@qut.edu.au

If you are in Year 11 or below, check the subject information on page 37. The Dean’s Honours Program will be offered in 2020 but the course structure is currently under review. For the latest course information including entry requirements, see the online course information at qut.edu.au/study.
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
BACHELOR OF
Business—International

2019 OP (including adjustments) 6
2019 selection rank (including adjustments) 89
2019 ATAR (including adjustments) 89.00
QTAC code 413402
Campus Gardens Point
Duration 4 years full time, 8 years part time
Assumed knowledge English (4 SA) and for accountancy, economics, finance, financial planning and marketing: Maths A, B or C (4 SA)
OP Guarantee No
Entry February and July

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

Your degree
Bachelor of Business—International consists of four distinct parts over 32 units:

Part 1–Core units
Business core units provide an essential foundation, giving you the skills 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, the same as the Bachelor of Business.

Part 3–International study year
This component usually commences in your third year. Choose from our international year study options:
- language and cultural immersion
- second degree program
- special programs
- flexible exchange studies.

Part 4–Complementary study units
Make your degree your own by choosing:
- a second major
- a minor or extension
- a range of optional study units.

QUT Business School partners

more than 80 partner schools in 33 countries

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*: Evening classes may not be available.
If you are in Year 11 or below, check the subject information on page 37.
The Bachelor of Business—International will be offered in 2020 but the course structure is currently under review. For the latest course information including entry requirements, see the online course information at qut.edu.au/study
Your international study year

This degree offers options which are not available in a standard exchange program. Take advantage of specialist options including:

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<td>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.</td>
<td>Study with one of three specially selected partners for one year (England, Norway or France). You will qualify for their degree in addition to your QUT degree.</td>
<td>Undertake a certificate program at selected partners and you can be awarded a certificate for studies in a related area, or apply to undertake an internship on exchange for credit.</td>
<td>Study at one of our many partner universities in a discipline area that may not be offered at QUT to enhance your QUT degree.</td>
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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.

Additional course information

Grade point average

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

International study year options

While we hope to accommodate your international study preference, some options may be capped based on the number of places on offer at the partner institution. 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. See the course details at qut.edu.au/study for more information.

Ready for an international career

QUT’s business international degree offered so many unique learning experiences. I completed an exchange in France and graduated with a Bachelor of Business Management from IESEG France as well as my QUT business degree. I now live and work in the Netherlands. My job involves building the brand through online presence and social media. I work with people from all over Europe, the USA and the United Arab Emirates, overcoming languages and cultural barriers—something that I was taught to navigate as part of my business international degree.

Marcelle Brown
BACHELOR OF
Business

2019 OP (including adjustments) 9
2019 selection rank (including adjustments) 82
2019 ATAR (including adjustments) 81.85
QUTAC code 41302
Campus Gardens Point
Duration 3 years full time, 6 years part time
Assumed knowledge English (4 SA) and for accountancy, economics, finance, financial planning and marketing: Maths A, B or C (4 SA)
OP Guarantee Yes
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.

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.

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 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**
Make your degree your own by choosing:
• 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. You can choose a complementary 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

**Double degrees**
Expand your career options even further by combining a business degree with a degree from another faculty. For further information see pages 33–35.

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* Evening classes may not be available.
* If you are in Year 11 or below, check the subject information on page 37.
* The Bachelor of Business will be offered in 2020 but the course structure is currently under review. For the latest course information including entry requirements, see the online course information at qut.edu.au/study
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
Flexible study options

Majors, minors and extensions
You can study any of the 10 business majors as your second 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.

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

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. For information about your options to study a language, visit qut.edu.au/languages

Primary major study areas as extensions
A four-unit extension is available in the two primary major study areas of finance and marketing. See pages 24 and 30 for more information.

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

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

Professional accounting 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, CA ANZ, and IPA in their respective professional programs, and signals commitment within your chosen field to employers.

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

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

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.
Accountancy

If you have a head for numbers, an interest in how businesses work 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 knowledge 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 with and form connections with professionals and future employers through work placements and industry events.

QUT offers up to 20 industry engagement events to accountancy students each year. These events are attended by all major accounting firms as well as small and medium enterprises. Events like 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.

Set yourself up for an amazing career

I worked at PwC as a trainee, starting straight out from high school. QUT’s real-world approach and flexibility let me study while working full time and meant I could apply my learnings to my job straight away. PwC was very supportive; I was promoted several times while studying. Upon graduation I was already a manager at the firm, and I made partner at the age of 27, one of the youngest ever at PwC.

Stuart Landsberg

The Bachelor of Business will be offered in 2020 but the course structure is currently under review. For the latest course information including entry requirements, see the online course information at qut.edu.au/study
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
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.

Sam Senior

Watch the video to hear more about Sam’s story.
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 change 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 modeling 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, insurance, 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.

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, insurance, 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.

Learn to think strategically
The best part of my job as the Relationship Manager with Westpac Commercial is working with innovative and strategic-minded individuals behind the commercial entities within our customer base. I experience first-hand the challenges our business clients face. At QUT I learnt to think critically and strategically, with a view to finding solutions and achieving outcomes—skills I apply every day as I advise our major clients on funding strategies.

Daniella Dinkha

The Bachelor of Business will be offered in 2020 but the course structure is currently under review. For the latest course information including entry requirements, see the online course information at qut.edu.au/study.
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 advanced knowledge of finance and accounting principles to develop solutions 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 an expert 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.

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 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 accounting 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 CA ANZ, CPA Australia and Institute of Public Accountants.
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. Gain professional contacts and a real-world context for your learning.

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

The Bachelor of Business will be offered in 2020 but the course structure is currently under review. For the latest course information including entry requirements, see the online course information at qut.edu.au/study
Skills for a changing workplace

QUT’s emphasis on practical learning has been extremely beneficial, ensuring I understand how theories apply to real-world situations. One unit I completed was taught in partnership with the University of Minnesota. We collaborated in an international interdisciplinary project team to develop HRM solutions for a Queensland business.

Virtual collaboration is growing in prevalence due to globalisation, increasing multinational corporations and improving technology. My degree has prepared me to work in diverse workplaces with people from around the world with different skills, cultures and approaches.

Emily Schellaars
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 is the focus of this major, whether in new entrepreneurial ventures or established organisations.

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, start-up weekends, pitch practice, innovation challenges, international case competitions, blogging and real-world collaborations with others from industry, other disciplines and government.

Create 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.

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 start-up 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 many more.

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 start-up. It also gave me a great network of friends who I still remain in contact with and have helped shape my business.

Luke Swenson

The Bachelor of Business will be offered in 2020 but the course structure is currently under review. For the latest course information including entry requirements, see the online course information at qut.edu.au/study
Advertising

Advertising professionals are creative communicators who respond quickly to media trends and find solutions to meet the needs of clients and consumers. They work in fast-paced, digitally driven environments and use 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 and you will learn to develop content and strategies for social media.

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.

QUT’s advertising capstone unit simulates an advertising company environment. Students design campaigns, using strategy and creativity to solve real-world business problems for real clients.

AdSpace 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 Account Planning Group Australia
• the Australasian Writers and Art Directors Association
• the Australian Direct Marketing Association
• the Communications Council
• Youngbloods and nGen.

Stand out
At OMD I help my clients navigate the ever-changing and cluttered media landscape. I use media strategy to recommend specific media channels that will support the achievement of my clients’ business objectives. QUT gave me the fundamental skills to kickstart my career as well as the practical skills to shine in the business graduate saturated market. QUT’s career development programs, internships and mentorship programs definitely gave me an edge over the rest.

Eunice Ablola
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 will 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, versed in data analytics, 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.

Solve real-world problems

QUT’s focus on practical learning is unparalleled. During my degree, I solved real-world problems for clients, inside and outside the classroom. I designed branded products for subjects such as QUTopia, and travelled to six countries to study and compete in business competitions. I use the knowledge from these experiences every day in my role with Deloitte Digital.

Iabella Kalaja

The Bachelor of Business will be offered in 2020 but the course structure is currently under review. For the latest course information including entry requirements, see the online course information at qut.edu.au/study
Public Relations

Public relations professionals manage the relationships between organisations and the people they rely on. 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 you will be working in.

Create real change

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

Live your dream

I chose PR because I dreamed of working for high-profile, global brands. During my degree, 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.

Angus Mitchell

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 practitioner 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.
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, 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 contributed 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.

Work in a global industry
I always wanted to work in business across international borders. I am currently General Manager at Seabridge Pty Ltd. The pressure to meet deadlines and provide cost and service benefits to clients while ensuring profitability maintained my interest in the early stages of my career. QUT provided me with a vast understanding of business must haves and an appreciation of international business principles.

Nathan Merriweather
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 it will complement your other chosen field. You will also acquire the specialist skills and knowledge in your choice of business major. Refer to pages 21–32 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. With a double degree you will expand your creative and problem-solving skills or you can gain skills and knowledge across two disciplines and strengthen your career and employment outcomes.

<table>
<thead>
<tr>
<th>Combine a degree in with a degree in</th>
<th>Career opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td></td>
</tr>
<tr>
<td>Choose from majors in:</td>
<td></td>
</tr>
<tr>
<td>• accountancy</td>
<td></td>
</tr>
<tr>
<td>• advertising</td>
<td></td>
</tr>
<tr>
<td>• economics</td>
<td></td>
</tr>
<tr>
<td>• finance</td>
<td></td>
</tr>
<tr>
<td>• financial planning</td>
<td></td>
</tr>
<tr>
<td>• human resource management</td>
<td></td>
</tr>
<tr>
<td>• international business</td>
<td></td>
</tr>
<tr>
<td>• management</td>
<td></td>
</tr>
<tr>
<td>• marketing</td>
<td></td>
</tr>
<tr>
<td>• public relations</td>
<td></td>
</tr>
<tr>
<td>Animation</td>
<td></td>
</tr>
<tr>
<td>Architecture</td>
<td></td>
</tr>
<tr>
<td>Biomedical science</td>
<td></td>
</tr>
<tr>
<td>Creative industries</td>
<td></td>
</tr>
<tr>
<td>Creative writing</td>
<td></td>
</tr>
<tr>
<td>Digital media</td>
<td></td>
</tr>
<tr>
<td>Drama</td>
<td></td>
</tr>
</tbody>
</table>

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.

In both the commercial and property sectors, your skills can lead to careers intersecting design with marketing, public relations, advertising, international business, economics, management and human resource management.

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.

Work as an entertainment industries producer, events manager, creative entrepreneur or social media marketer.

Develop your career as a creative writer, publishing professional or public relations consultant.

Take advantage of rising demand for the combination of digital management and analytical skills with business project and planning roles across industry and government.

Graduates find careers in performing arts marketing and management, and in stage management.

Expand your opportunities
I have always been passionate about law, media and politics, so a double degree in law and business was a no-brainer. The practical training at QUT prepared me for the challenges of my career. After graduating I moved to Qatar to work on one of the world’s largest road infrastructure programs. I’m now in Melbourne developing community and stakeholder engagement strategy for a major infrastructure project.

John Hallam

See pages 39–40 for OP/selection rank, campus, assumed knowledge and entry requirements. For more details about these courses including course structure and units, visit qut.edu.au/study
<table>
<thead>
<tr>
<th>Combine a degree in</th>
<th>with a degree in</th>
<th>Career opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>Engineering</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Entertainment industries</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Fashion</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Film, screen and new media</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Games and interactive environments</td>
<td>Work in roles such as project manager, production manager, producer, content manager, business development manager, product manager or marketer.</td>
</tr>
<tr>
<td></td>
<td>Human services</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Industrial design</td>
<td>Create your future in industrial design management, strategic design, creative business ownership, entrepreneurship and business start-up ventures, across fields such as product, interface or usability design.</td>
</tr>
<tr>
<td></td>
<td>Information technology</td>
<td>Your combined skills provide opportunities for careers such as technical consultant, chief information officer, systems analyst or brand strategist.</td>
</tr>
<tr>
<td></td>
<td>Interaction design</td>
<td>Interaction design skills and business acumen provide unique opportunities to intersect design with marketing, public relations, advertising, international business, economics, management and human resource management.</td>
</tr>
<tr>
<td></td>
<td>Interior architecture</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Journalism</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Justice</td>
<td>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.</td>
</tr>
</tbody>
</table>

**Combine specialist knowledge**

I chose a double degree in biomedical science and business because I can see a gap in the market for professionals who understand biotechnology products and know how to bring the products to market. I am currently completing a work integrated learning subject with Deloitte. I’ve worked with Deloitte employees to create an innovative business and it’s been a great way to learn how to think strategically in a real-world setting.

Ganesh Velan
Combine a degree in  
Business  
Choose from majors in:  
• accountancy  
• advertising  
• economics  
• finance  
• financial planning  
• human resource management  
• international business  
• management  
• marketing  
• public relations.

<table>
<thead>
<tr>
<th>Degree Combination</th>
<th>Career Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape architecture</td>
<td>In both the commercial and property sectors, business acumen and landscape architecture skills can lead to diverse careers intersecting design with marketing, public relations, advertising, international business, economics, management and human resource management.</td>
</tr>
<tr>
<td>Law</td>
<td>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.</td>
</tr>
<tr>
<td>Mathematics</td>
<td>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.</td>
</tr>
<tr>
<td>Professional communication</td>
<td>Graduates find careers as media or entertainment producers, public relations consultants or international business specialists.</td>
</tr>
<tr>
<td>Property economics</td>
<td>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.</td>
</tr>
<tr>
<td>Psychology</td>
<td>Develop a career as an organisational change manager, business adviser, human resources manager, market researcher, marketing manager or training and development consultant.</td>
</tr>
<tr>
<td>Secondary education</td>
<td>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. Choose from accountancy, advertising, economics, finance, financial planning, human resource management, international business, management, marketing or public relations.</td>
</tr>
<tr>
<td>Science</td>
<td>Gain employment as a consultant, laboratory manager, venture capitalist financier, marketer or project manager within firms developing and taking scientific research to the marketplace.</td>
</tr>
<tr>
<td>Visual arts</td>
<td>This double degree gives you a broad range of career options such as art project manager, artist, banker, manager, marketer, arts administrator, public relations officer/consultant or visual artist.</td>
</tr>
<tr>
<td>Visual communication</td>
<td>Visual communication skills combined with business acumen provides 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.</td>
</tr>
</tbody>
</table>

Increase your employability

I chose QUT because it was one of the few universities that had the double degree I wanted to study—public relations and creative and professional writing. I completed an internship for the Australian Publishers Association at Wombat Books, which gave me real, hands-on experience in the publishing industry. I believe business and creative industries both provided me with the real-world experience and the knowledge to pursue this career choice of mine.

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

The course 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 (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.

For more details about this course visit qut.edu.au/international

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**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 Banroga
How do I apply?

1. Find the course that suits you
Check out the courses you are interested in studying, or take the Match My Skills quiz to find courses to suit your interests at qut.edu.au/study
Experience QUT first-hand by studying units while you are in high school with the START QUT program. Visit qut.edu.au/startqut

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 be applying on the basis of previous study or work/life experience.

How selection is made
For most QUT courses you will be selected on the basis of an OP or selection rank. Exceptions may apply to some courses with additional entry requirements.
The Australian Tertiary Admission Rank (ATAR) will replace the OP for Queensland students who graduate from high school in 2020. Visit qtac.edu.au/atar-my-path/atar
Course thresholds used in this publication indicate the lowest OP/selection rank/ATAR to which an offer was made inclusive of any adjustment factors in the 16 January 2019 offer round. Thresholds can change from year to year and should be used as a guide only. Some courses have additional entry requirements. For more information 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 when you study with us you may struggle with your studies if you don’t have this knowledge. If you do not have the assumed knowledge we strongly recommend completing a bridging course through QUT or other recognised providers. For more information visit qut.edu.au/assumed-knowledge

If you are in Year 11 or below, you will study different subjects to those listed in this publication. Equivalent subjects are shown below:

<table>
<thead>
<tr>
<th>Current Queensland Year 12 subjects</th>
<th>Queensland subjects for entry from 2021 onwards</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>English, or Literature, or English and Literature, or English as an Additional Language (Units 3 &amp; 4, C)</td>
</tr>
<tr>
<td>Maths B</td>
<td>Mathematical Methods (Units 3 &amp; 4, C)</td>
</tr>
<tr>
<td>Maths C</td>
<td>Specialist Mathematics (Units 3 &amp; 4, C)</td>
</tr>
<tr>
<td>Maths A, B or C</td>
<td>General Mathematics, or Mathematical Methods, or Specialist Mathematics (Units 3 &amp; 4, C)</td>
</tr>
<tr>
<td>Biology</td>
<td>Biology (Units 3 &amp; 4, C)</td>
</tr>
<tr>
<td>Chemistry</td>
<td>Chemistry (Units 3 &amp; 4, C)</td>
</tr>
<tr>
<td>Physics</td>
<td>Physics (Units 3 &amp; 4, C)</td>
</tr>
<tr>
<td>Science</td>
<td>One of Agricultural Science, Biology, Chemistry, Earth and Environmental Science, Marine Science, Physics, Psychology (Units 3 &amp; 4, C)</td>
</tr>
</tbody>
</table>

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 previously 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.

OP and IB guarantee
If you receive an OP 1–5, equivalent ATAR, selection rank of 93 or better, or have a completed International Baccalaureate Diploma with a score of 33 or better, you are guaranteed an offer in a QUT participating course. This means that when you find out your OP or selection rank you can assess your eligibility for a QUT course before receiving an offer. You still need to lodge a QTAC application by the closing date.

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 OP/selection ranks for entry. For more information visit qut.edu.au/study/admission-pathways

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 contact QTAC—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 (equivalent to five OPs) across all schemes. Adjustments may not apply to all courses. For more information visit qut.edu.au/apply/adjustment-schemes

Equity adjustment—educational disadvantage
If you have been disadvantaged in your education, a selection rank adjustment and a scholarship may be awarded through the Educational Access Scheme

Entering QUT in 2021 or beyond?
There are some changes to subjects and the qualifications we’ll consider for entry. Visit qut.edu.au/study/starting-uni-in-2021

37
Apply for EAS on your QTAC application. If you are successful when applying for the financial hardship category and enrol to study at QUT, you will receive a guaranteed $3500 QUT Equity Scholarship.

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 (equivalent to three OPs). Support with managing your studies and scholarships may also be available.

Subject adjustment—Year 12 subject scheme
QUT offers selection rank adjustments for successfully passing certain school subjects, or completing a university subject while at school (e.g. START QUT), for 2019 Year 12 students applying for entry in 2020.

Aboriginal and Torres Strait Islander people
The Oodgeroo Unit’s Centralised Assessment Selection Program is an entry program that assists Aboriginal and Torres Strait Islander applicants by recognising life experiences, any study undertaken, skills, commitment and potential. If you have identified via QTAC as an Indigenous Australian and list QUT in your top three preferences, the Oodgeroo Unit will contact you. Financial and study support is also available. 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) and your fees will be partly funded by the government, with you paying the balance of the course cost. The actual student contribution depends on the number of units studied and the band for each unit, and can vary from semester to semester. For more information check the course details at qut.edu.au/study

2019 student contribution bands for Commonwealth supported students

<table>
<thead>
<tr>
<th>Band</th>
<th>Estimated cost (two semesters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Band 1</td>
<td>$6566</td>
</tr>
<tr>
<td>Band 2</td>
<td>$9359</td>
</tr>
<tr>
<td>Band 3</td>
<td>$10958</td>
</tr>
</tbody>
</table>

If you meet the citizenship and residency requirements, you can defer payment of your student contribution with a government HECS-HELP loan.

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

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

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

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

7. Accept your offer
You will be notified by QTAC if you receive an offer. Once you have accepted your QTAC offer, you can enrol online at QUT. Visit qut.edu.au/apply/what-happens-next

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

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

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
# Business at a glance

<table>
<thead>
<tr>
<th>Course</th>
<th>Campus</th>
<th>QTAC code</th>
<th>Duration (years)</th>
<th>Assumed knowledge</th>
<th>2019 OP (including adjustments)</th>
<th>2018 selection rank (including adjustments)</th>
<th>OP Guarantee</th>
<th>Deferral</th>
<th>Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Single degrees</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B Business (Accountancy, Advertising, Economics, Finance, Financial Planning, Human Resource Management, International Business, Management, Marketing or Public Relations)</td>
<td>GP</td>
<td>413021</td>
<td>3F 6 P^2</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>9</td>
<td>B2</td>
<td>Yes</td>
<td>Yes</td>
<td>February July</td>
</tr>
<tr>
<td>B Business—International</td>
<td>GP</td>
<td>413402</td>
<td>4F 6P^2</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>6</td>
<td>B9</td>
<td>No</td>
<td>Yes</td>
<td>February July</td>
</tr>
<tr>
<td>Dean's Honours Program</td>
<td>GP</td>
<td>413222</td>
<td>3F + 1F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>2^</td>
<td>97^</td>
<td>No</td>
<td>Yes</td>
<td>February</td>
</tr>
<tr>
<td><strong>Double degrees</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>B Behavioural Science (Psychology)</td>
<td>B Business GP KG</td>
<td>409532</td>
<td>4F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>9</td>
<td>B2</td>
<td>Yes</td>
<td>Yes</td>
<td>February July</td>
</tr>
<tr>
<td>B Biomedical Science</td>
<td>B Business GP KG</td>
<td>419432</td>
<td>4F</td>
<td>English (4 SA), Maths B (4 SA), Chemistry (4 SA) and Biology (4 SA)</td>
<td>9</td>
<td>B2</td>
<td>Yes</td>
<td>February July</td>
<td></td>
</tr>
<tr>
<td>B Business (Digital Media)</td>
<td>B Business GP KG</td>
<td>409072</td>
<td>4F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>9</td>
<td>B2</td>
<td>Yes</td>
<td>February July</td>
<td></td>
</tr>
<tr>
<td>B Business (Entertainment Industries)</td>
<td>B Business GP KG</td>
<td>409522</td>
<td>4F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>9</td>
<td>B2</td>
<td>Yes</td>
<td>February July</td>
<td></td>
</tr>
<tr>
<td>B Business (Journalism)</td>
<td>B Business GP KG</td>
<td>409172</td>
<td>4F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>9</td>
<td>B2</td>
<td>Yes</td>
<td>February July</td>
<td></td>
</tr>
<tr>
<td>B Business (Professional Communication)</td>
<td>B Business GP KG</td>
<td>409132</td>
<td>4F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>9</td>
<td>B2</td>
<td>Yes</td>
<td>February July</td>
<td></td>
</tr>
<tr>
<td>B Business Creative Industries</td>
<td>B Creative Industries GP KG</td>
<td>409182</td>
<td>4F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>9</td>
<td>B2</td>
<td>Yes</td>
<td>February July</td>
<td></td>
</tr>
<tr>
<td>B Business (Architecture)</td>
<td>B Design (Architecture) GP KG</td>
<td>419022</td>
<td>4.5F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>7</td>
<td>87</td>
<td>Yes</td>
<td>Yes</td>
<td>February July</td>
</tr>
<tr>
<td>B Business (Fashion)</td>
<td>B Design (Fashion) GP KG</td>
<td>409632</td>
<td>4F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>90</td>
<td>B26</td>
<td>No</td>
<td>No</td>
<td>February</td>
</tr>
<tr>
<td>B Business (Industrial Design)</td>
<td>B Design (Industrial Design) GP KG</td>
<td>419002</td>
<td>4F</td>
<td>English (4 SA), and for accountancy, finance, financial planning, economics and marketing: Maths A, B or C (4 SA)</td>
<td>9</td>
<td>B2</td>
<td>Yes</td>
<td>Yes</td>
<td>February July</td>
</tr>
<tr>
<td>B Business (Interaction Design)</td>
<td>B Design (Interaction Design) GP KG</td>
<td>409382</td>
<td>4F</td>
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<td>B Business (Interior Architecture)</td>
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<td>B Business (Landscape Architecture)</td>
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<td>B Business (Visual Communication)</td>
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<td>409032</td>
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<td>B Business (Honours)</td>
<td>B Engineering (Honours) GP</td>
<td>419532</td>
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<td>Course</td>
<td>Campus</td>
<td>QTAC Code</td>
<td>Duration (years)</td>
<td>Assumed knowledge</td>
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<td>2019 selection rank</td>
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<td>B Fine Arts (Film, Screen and New Media)</td>
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<td>409342</td>
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<td>B Games and Interactive Environments</td>
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<td>B Justice</td>
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<td>B Business</td>
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<td>B Education (Secondary)</td>
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<td>409122</td>
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<td>GP</td>
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*Selection rank adjustments do not apply to this program.

This course has additional entry requirements. For more information see the online course information at qut.edu.au/prerequisites.

Evening classes may not be available.

For information about Bachelor of Education subject prerequisites visit qut.edu.au/prerequisites.

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

Entering QUT in 2021 or beyond?

There are some changes to subjects and the qualifications we will consider for entry. Visit qut.edu.au/study/starting-uni-in-2021

The OP/selection rank shown is the lowest to receive an offer in the 16 January 2019 offer round inclusive of adjustment factors. For more information about thresholds see the online course information at qut.edu.au/study.

The 2019 OP/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 the time of printing. The university reserves the right to amend any information, and to cancel, change or relocate any course. For the latest course information visit 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. For more information see the online course information at qut.edu.au/study.
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Chemistry, Physics, Biology, Earth Science, Geography or Maths C.

Entering QUT in 2021 or beyond?
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Amazing experiences

I always liked technology at school and marketing seemed fascinating. They’re also a killer combination.

I applied directly to Startup Catalyst, a program that takes young, tech-savvy entrepreneurs to Silicon Valley. I found out after I was successful in gaining a place that my spot was funded by the QUT Business School.

We spent two weeks on a whirlwind tour of Silicon Valley, visiting high-growth start-ups and huge companies like Facebook and Google. There’s such a high concentration of smart people and big ideas over there—getting to meet and learn from them was amazing.

Danielle Vaz
BUSINESS

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 2020 has the credentials:

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HiQ—how can we help you?
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24/7 answers ask.qut.edu.au
Email askqut@qut.edu.au
Phone 07 3138 2000

Gardens Point campus
2 George Street, Level 3, V Block
qut.edu.au

Kelvin Grove campus
Victoria Park Road, Level 2, R Block
qut.edu.au

International students
Australia Freecall 1800 181 848
Phone +61 3 9627 4853
qut.edu.au/international

Visit us
QUT staff and students can answer your questions at the following events in 2019.

Regional Careers Markets
May–August
Throughout Queensland

Parent Information Seminar
8 May, 6–7.30pm
Gardens Point campus

Brisbane Careers and Employment Expo
24–25 May
9am–3pm Friday,
10am–4pm Saturday
Brisbane Convention and Exhibition Centre

TSXPO (Tertiary Studies Expo)
20–21 July, 10am–4pm
Brisbane Showgrounds

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

Get Ready for QUT
26–27 September
Gardens Point and Kelvin Grove campuses

QUT Real Decisions
17 December, 9am–1pm
Gardens Point campus

Visit our events website for more details.

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