



BACHELOR OF BUSINESS

CRICOS COURSE CODE: 119418H

**Unleash Your Business Potential
with a Degree Designed to Empower
Your Growth and Impact.**

About Our Bachelor of Business

The Bachelor of Business is a forward thinking and dynamic program that will empower you with the skills, knowledge, and mindset required to thrive in today's rapidly evolving business landscape.

Designed to meet the key needs identified by industry and business leaders, this qualification's learning and teaching design will place you at the centre of your learning experience by emphasising active engagement, critical thinking, curiosity, and real-world application.

You'll combine established business principles and practices with innovative, current and upcoming business approaches and skills that will equip you to meet current and future industry demands and take advantage of any future business opportunities.

Key Learning Themes

Data & Analytics

Learn information systems, data representation, and analysis for strategic business decisions.

Logistics & Supply Chain

Study supply chain management, project, and change management concepts.

People

Understand work dynamics, teamwork, and cultural connections to manage teams and partnerships.

Graduate with Transferable Skills in:

- ✓ Collaboration and Teamwork
- ✓ Critical Thinking and Problem-Solving
- ✓ Cultural Fluidity
- ✓ Digital Literacy
- ✓ Effective Communication
- ✓ Entrepreneurial Mindset
- ✓ Global Awareness
- ✓ Sustainability and Environmental Alignment
- ✓ Resourcefulness and Resilience

Finance

Understand core financial principles and incorporate ESG for sound management decisions.

Marketing

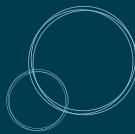
Explore marketing, consumer behavior, and self-marketing to present personal skills effectively.

Sustainability

Solve ethical dilemmas, and explore sustainable operations management and broader sustainability impacts.

About Our

Bachelor of Business



Students will complete 24 units focused on unique topics and key business skill sets. Students complete 2 units each study block, and 4 study blocks each year.

YEAR 1 UNITS

Building the Business Foundation

- BUZ101** Smart Business
- BUZ102** Marketing in Action
- BUZ103** Financial Fundamentals
- BUZ104** Intercultural Communication
- BUZ105** Consumer Behaviour
- BUZ106** Business Ethics and Sustainability
- BUZ107** Business Information Systems
- BUZ108** Business Globally

YEAR 2 UNITS

Developing and Applying Knowledge

- BUZ201** People and Workplace Dynamics
- BUZ202** Financial Management
- BUZ203** Digital Business and Cybersecurity
- BUZ204** Logistics & Supply Chain Management
- BUZ205** Leadership and Strategic Management
- BUZ206** Entrepreneurship and Intrapreneurship
- BUZ207** Market Research and Analysis
- BUZ208** Sustainable Operations Management

YEAR 3 UNITS

Extending and Synthesising Understanding

- BUZ301** Solving Business Problems
- BUZ302** Sustainable Finance Building
- BUZ303** Project Management
- BUZ304** Data Analytics and Decision-Making
- BUZ305** Sustainability and Social Impact
- BUZ306** Managing Change
- BUZ307** Self-Marketing
- BUZ308** Empowerment Through Experience

Sample Schedule

Year 1, Block 1



MONDAY	TUESDAY
9:30 AM-12:30 PM BUZ101 Smart Business	9:30 AM-12:30 PM BUZ102 Marketing in Action
B R E A K T I M E	
1:30 PM-4:30 pm BUZ102 Marketing in Action	1:30 PM-4:30 pm BUZ101 Smart Business

LEARN AT OUR BRISBANE CAMPUS



PROGRAM LENGTH

12 STUDY BLOCKS COMPLETED OVER 3 YEARS

Students complete 4 study blocks each year.

WEEKLY STUDY TIME

WORKSHOPS & LECTURES:

12 HOURS PER WEEK

Workshops and lectures are delivered on campus.

SELF-GUIDED STUDY:

28 HOURS PER WEEK

Self-guided study could include self study, completing assignments, participating in team meetings & more.

Admissions Requirements

All students must present one of the following:

- Proof of recent (within the last 2 years) secondary education equivalent to Year 12 in Australia with a **minimum ATAR score of 60**; OR
- Proof of completion of Vocational Education and Training (VET) study – **Australian Certificate IV (AQF 4) or higher**; OR
- Proof of Higher Education study – recognised Foundation Studies course; OR
- For Mature Applicants aged 21+ who have finished secondary education more than two years ago, evidence to demonstrate a reasonable prospect of success

International students require a minimum English level of Intermediate 4 on our free proprietary Academic English Placement test (equivalent to IELTS 6.0).

Review the full Admission Requirements on our website before submitting your application.



Career Outcomes & Work Opportunities

Graduates will be prepared for a diverse range of careers, depending on their interests and passions. Some of these could include:



Business Analyst



Marketing Coordinator



Human Resources



Operations Manager



Supply Chain Analyst



Financial Analyst



Project Coordinator



Entrepreneur



Sustainability Assessor



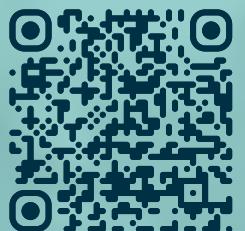
ESG Data Analyst



Product Lifecycle Manager



Sales or Customer Service Representative



**GET IN TOUCH
TO START YOUR
LEARNING JOURNEY**



Greystone
INSTITUTE

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