



# Bachelor of Business

INTERNATIONAL 2024

A qualification in Business will give you the skills to turn your passion into a career. Our connections with industry give you a real-world advantage. Whether you're looking to enter the workforce as fast as you can, or you want a balanced study experience to fit with other commitments, we have an option to suit your lifestyle. Our degrees and diplomas are built around entrepreneurial thinking, strategic management, and innovation, so you'll graduate with a real edge in your chosen industry. You'll learn from local business leaders in Tasmania and abroad through guest lectures, current business case studies, and our corporate internship program.



Fast-track and complete your studies in two years with our accelerated study mode.



Gain access to market trading data and real-time financial news.



Learn from industry professionals on site visits.

## COURSE DETAILS

### Bachelor of Business

CRICOS: 002346B Course Code: B3A

Estimated Annual Tuition (AUD): \$34,450

Duration: 3 years

Intake: Semester 1, Semester 2

📍 Hobart, Melbourne

# Bachelor of Business

## WHAT YOU CAN STUDY

### Business Analytics

Learn to use data to make informed business decisions. Your studies will include building foundational programming skills for business analytics and developing knowledge on the business context and various applications of analytics in a range of business scenarios. Business analytics is an exciting and emerging discipline that combines technology-related skills with business acumen. The business analytics major will provide you with practical hands-on experience working with the latest technologies in data analytics, alongside key soft-skills. You will develop strengths in programming, data modelling, data analysis, data visualization and data storytelling within a business context. Focused on analysing data in a business context, the major will equip you with the skills needed to thrive in today's data-driven world.

### Managing People and Organisations

All businesses, from large corporations to small start-ups, need to be managed well to succeed. People are a key driver of this success. In the Management of People and Organisations major, you'll learn about how the changing nature of how work influences people, how organisations behave, how we communicate with staff and stakeholders, the management of Human Resources, and how leaders can make change. With a range of work-integrated learning opportunities, you'll discover how to manage people and organisations in traditional, remote, and precarious contexts. You'll get hands on experience with business placements, industry guest lectures, real world business case studies, and activity based classes.

### Marketing

Our marketing major is designed to equip you with the knowledge and skills necessary to thrive in today's dynamic business environment. You will delve into the fundamental concepts of marketing, exploring market research, consumer behaviour, branding, advertising, and strategic planning. By combining theoretical frameworks with practical applications in social media and digital marketing, we aim to empower you with the tools to excel in the ever-evolving digital landscape. Our experienced faculty and industry experts will guide you through real-world case studies and hands-on projects, providing the necessary skills and insights to thrive in marketing industry.

## STUDY HIGHLIGHTS

Employers and recruiters seek graduates who stand out from other applicants. They want people who have practical experience, a positive attitude, and the ability to learn on the job.

The Corporate Internship Program is an intensive work integrated learning opportunity that will connect you with your chosen industry. Not only will you gain a competitive advantage for employment, you'll also achieve credit towards your degree.

In our Business courses, you'll gain a deep understanding of your future workplace. You'll do this through case studies, field work, simulated environments, and design thinking. This means you graduate with exactly the skills that industry is looking for.

## CAREER OPPORTUNITIES

Our graduates have exceptional career outcomes. Eighty percent of our undergraduate business students find full-time employment within four months of graduating, which is above the national average.

You'll gain job-specific skills in your major area of study, so you're ready to enter the workforce. Transferable skills also set you up for long-term success. We embed the principles of entrepreneurship and innovation, and teach you critical thinking, strategic analysis, and evidence-based decision making.

Careers requiring business and management skills are growing fast, with employers demanding formal qualifications and advanced finance, economic and analytical skills. Here are some of the careers projected to grow into 2025:<sup>1</sup>

**9.4%** Accountants, Auditors and Company Secretaries

**21.1%** Advertising and Marketing Professionals

**15.6%** Human Resource Managers

**12.0%** Construction Managers

**9.9%** Business Administration Managers

Completing a Bachelor of Business will set you up with important skills for long term success. We embed the principles of entrepreneurship, and innovation, so you can adapt as the job market evolves. Throughout your studies you'll access Tasmania's top business minds and gain valuable industry insights into your chosen major through internships, masterclasses, and guest lectures. We will prepare you to enter the workforce in accounting, banking, and finance, human resource management, marketing, management, hospitality management or tourism management.

For more information, visit [utas.edu.au/study/business](https://utas.edu.au/study/business)

For the most up-to-date information please view our website at [utas.edu.au](https://utas.edu.au) | CRICOS 00586B

<sup>1</sup>Department of Employment, Skills, Small and Family Business five year projections from November 2020 to November 2025