

Bachelor of Business Administration (BBAD) - BBA

This program is offered only to continuing students. No new admissions will be accepted. Students who are interested in this study area should consider the [Bachelor of Business ..](#)

	On-campus	External
Start:	No new admissions	No new admissions
Campus:	Toowoomba, Springfield	Toowoomba
Fees:	Commonwealth supported place Domestic full fee paying place International full fee paying place	Commonwealth supported place Domestic full fee paying place International full fee paying place
Standard duration:	3 years full-time, up to 6 years part-time	

Notes:

Students can commence study in semester 3 at Springfield campus or via distance education only.

Contact us

Current students
Ask a question Freecall (within Australia): 1800 007 252 Phone (from outside Australia): +61 7 4631 2285 Email usq.support@usq.edu.au

Program aims

This program is a generalist degree aimed at equipping students with a broad understanding of how organisations operate in different environmental contexts, private, and public. It exposes students to a wide range of issues and challenges faced by managers as they strive to make organisations successful, sustainable and responsible stakeholders in society. Students develop relevant conceptual, analytical, functional, and operational capabilities to equip them to confidently address a range of organisational and managerial challenges in contemporary organisations.

Program objectives

On the successful completion of the Bachelor of Business Administration graduates will be able to:

- demonstrate an understanding of the general managerial concepts, processes and principles relevant to the functioning of various types of organisations
- analyse the environments within which organisations operate and consider managerial implications
- demonstrate a working knowledge of and the ability to apply relevant principles in making decisions about matters that relate to the resources used by organisations, such as financial, human and information-related resources
- demonstrate a working knowledge of and the ability to apply relevant principles in managing various systems, processes, people, marketing and communication functions within organisations
- identify, analyse and manage a broad range of organisational issues and challenges
- demonstrate effective communication and interpersonal capabilities
- demonstrate an understanding of the importance of high ethical standards and socially responsible organisational practices and processes.

Admission requirements

To be eligible for admission, applicants must satisfy the following requirements:

Year 12 English [4,SA] or equivalent is required.

Current skills at the level of Queensland Senior Secondary School Studies Maths A (4,SA) or equivalent is assumed.

Admission to the Bachelor of Business Administration is in accordance with [University's Admissions Policy](#) for undergraduate programs.

All students are required to satisfy the applicable [English language requirements](#).

If students do not meet the English language requirements they may apply to study a University-approved [English language program](#). On successful completion of the English language program, students may be admitted to an award program.

Program fees

Commonwealth supported place

A Commonwealth supported place is where the Australian Government makes a contribution towards the cost of a students' higher education and students pay a [student contribution amount](#), which varies depending on the courses undertaken. Students are able to calculate the fees for a particular course via the [Course Fee Schedules](#).

Commonwealth Supported students may be eligible to defer their fees through a Government loan called [HECS-HELP](#).

Domestic full fee paying place

Domestic full fee paying places are funded entirely through the full fees paid by the student. Full fees vary depending on the courses that are taken. Students are able to calculate the fees for a particular course via the [Course Fee Schedule](#)

Domestic full fee paying students may be eligible to defer their fees through a Government loan called [FEE-HELP](#) provided they meet the residency and citizenship requirements.

Australian citizens, Permanent Humanitarian Visa holders, Permanent Resident visa holders and New Zealand citizens who will be resident outside Australia for the duration of their program pay full tuition fees and are not eligible for [FEE-Help](#).

International full fee paying place

International students pay full fees. Full fees vary depending on the courses that are taken and whether they are studied on-campus, external or online. Students are able to calculate the fees for a particular course via the [Course Fee Schedules](#).

Program structure

The Bachelor of Business Administration is a 24-course program and comprises the following:

Area of study	Number of units
Compulsory core courses	8
4 x 4–unit minors chosen from the list of Bachelor of Business Administration minors below or 3 x 4–unit minors chosen from the list of Bachelor of Business Administration minors below plus any other 4 related courses from across the University, subject to pre-requisite requirements and permission of the Program Coordinator.	16
Total	24

Required time limits

Students have a maximum of 9 years to complete this program.

Core courses

The following core courses are required:

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
ACC1101	1, 2, 3	1, 2	1, 2
CIS1000 Digital Disruption [£]	1, 2, 3	1, 2	1, 2, 3
CMS1000 Communication and Scholarship	1, 2, 3	1, 2	1
LAW1101	1, 2, 3	1, 2	1, 2
MGT1000	1, 2, 3	1	1
MGT2002 Perspectives of Organisation	2, 3	2	2
MKT1001 Marketing Fundamentals	1, 2, 3	1	1
Select one of the following courses:			
FIN1101 Corporate Finance [*]	1, 2, 3	1	1, 2
POL1000 [^]	1, 2	1	1

Footnotes

£ In Semester 3, 2023 this course will be delivered as a Transition (9 week) semester, commencing on 13 November 2023 and concluding on 12 January 2024

* [FIN1101](#) should be undertaken if student wishes to complete a Finance minor.

^ POL1000 should be undertaken if student wishes to complete a Business Economics minor.

Minor Studies

Students may take any other business minor or any other four related courses as a minor with the permission of the Faculty of Business, Education, Law and Arts. Not all minors are available on-campus at all campuses.

BBA minor in Accounting

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
ACC1102 Financial Accounting	1, 2, 3	1, 2	2
ACC2113	1, 2	2	2
ACC3101 Accounting Information Systems	1, 2	2	2
Plus one other course from the Accounting major in the Bachelor of Commerce (subject to enrolment requirements).			

BBA minor in Administrative Management

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
MGT2008 Knowledge Management and Organisational Learning [*]	1		

MGT2203 Project Management Fundamentals	2, 3	2	2
MGT2204 Business Ethics and Governance	1, 3	1	
MGT3201 Organisational Administration	2, 3		

Footnotes

* MGT2008 Knowledge Management and Organisational Learning replaces MGT3200 Information Management. Students who have successfully completed MGT3200 should not complete MGT2008.

BBA minor in Business Economics

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
ECO1000	1, 2, 3	1	2, 3
ECO2000 The Macro-economy and Business	2		
ECO3002	2		
Plus one other course from the Business Economics major in the Bachelor of Commerce (subject to enrolment requirements).			

BBA minor in Business Law

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
LAW2104	1	1	
LAW2106	2, 3	2	2
LAW3130	1, 2, 3	1	1
Plus one other course from the Business Law major in the Bachelor of Commerce (subject to enrolment requirements).			

BBA minor in e-Commerce

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
ACC3101 Accounting Information Systems	1, 2	2	2
CIS1101 Business Online	2, 3	2	2
CIS3009 Enterprise Systems in Practice	2, 3	2	2
Plus one of the following two courses:			
LAW3404 Banking, Finance and Insurance Law			
LAW3444 Competition and Consumer Law			

BBA minor in Finance

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
FIN1103 Financial Markets	2, 3	2	2
FIN2108 Credit Analysis and Lending Management	2	2	2
FIN3109 Managing Financial Institutions	1	1	1
Plus one other course from the Finance major in the Bachelor of Commerce (subject to enrolment requirements).			

BBA minor in Human Resource Management

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
MGT1001 Cultivating Talent	1	1	1
MGT2000 Workforce Design	1	1	1
MGT3002 Managing Change	2	2	2
Plus one other course from the Human Resource Management major in the Bachelor of Business (subject to enrolment requirements).			

BBA minor in International Business

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
MGT3001 Global Management	1, 3	1	1
MKT2002 Global Marketing [*]	1	1	1
INR2002 Contemporary Issues in Asia [^]	2	2	
POL2001	2	2	

Footnotes

- ^{*} Students who have completed MKT2002 Global Marketing as part of a Marketing minor should replace MKT2002 Global Marketing with INR3000 .
- [^] INR2002 Contemporary Issues in Asia has replaced MGT2060 International Business Environment and Operations. Students who have completed MGT2060 should not enrol in INR2002 as part of this minor

BBA minor in Information Technology Management

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
CIS2000 Systems Analysis and Design	1, 3	1	1
CIS2005 Principles of Information Security	2	2	2
CIS3008 Information Technology Service Management	1	1	1

Plus one other course from the Information Technology Management major in the [Bachelor of Commerce](#) (subject to enrolment requirements).

BBA minor in Journalism

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
JRN1020 The Journalist's Toolkit	2, 3	2	2
JRN2000	1	1	1
JRN1010 Analysing News and Media[£]	1	1	1
JRN3003 Feature Writing	1	1	1

Footnotes

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BBA minor in Management and Leadership

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
MGT2007 Leadership	1		
MGT2008 Knowledge Management and Organisational Learning	1		
MGT3001 Global Management[*]	1, 3	1	1
MKT3002 Business Strategy in a Global Environment	1, 3	1	

Footnotes

* Bachelor of Business Administration students undertaking a Management and Leadership minor together with an International Business minor should replace [MGT3001 Global Management](#) with [MGT3004 Creativity, Innovation and Entrepreneurship](#).

BBA minor in Marketing

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
MKT1002 Consumer Psychology	1, 2	2	2
MKT2001 Marketing Communications	1, 3	1	1
MKT3001 Marketing Intelligence	1	1	
Plus one other course from the Marketing major in the Bachelor of Business (subject to enrolment requirements).			

BBA minor in Public Relations

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
PRL1002 The PR Playbook: Practice and Tools	1	1	
PRL2001	2	2	
PRL2002 Community Consultation and Engagement	1	1	
PRL3003 Public Sector and Public Service Communication	2	2	

BBA minor in Supply Chain Management

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
MGT2103 Business Logistics	2		
MGT2104	1		
MGT2203 Project Management Fundamentals	2, 3	2	2
MGT3100	2		

BBA minor in Tourism

Course	Semester of offer Distance/Online	Semester of offer Toowoomba campus	Semester of offer Springfield campus
TOU1003	1		1
TOU2008	1		
TOU2009	2		2
TOU3010	2		2

Exit points

Students must maintain good standing in this program (see Other program requirements section). Students not wishing to complete the Bachelor of Business Administration program may be permitted to exit with either the or the [Associate Degree of Business](#).

Students may exit with the if they have completed 8 courses as follows:

- a minimum of 4 courses from the [Bachelor of Business](#) core courses, and
- 4 other courses from the [Bachelor of Business](#).

Students may exit with the [Associate Degree of Business](#) if they have completed 16 courses as follows:

- 8 core courses from the [Bachelor of Business](#) or [Bachelor of Commerce](#), and
- any 8 courses from within the [Bachelor of Business](#), [Bachelor of Commerce](#) or Bachelor of Business Administration.

Recommended enrolment pattern - Toowoomba campus

Please note: The year and semester in which minor courses are studied will depend on the minor chosen.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
ACC1101	1	1	1	1			
MGT1000	1	1	1	1			
CIS1000 Digital Disruption [£]	1	1	2	1			
MKT1001 Marketing Fundamentals	1	1	2	1			Enrolment is not permitted in MKT1001 if MKT1100 has been previously completed (excluding BBIZ 19398 Marketing major students)
Minor/elective course	1	2	1	2			
Minor/elective course	1	2	1	2			
CMS1000 Communication and Scholarship	1	2	2	2			Enrolment is not permitted in CMS1000 if MGT1200 has been previously completed.
Minor/elective course	1	2	2	2			
Select one of the following two courses:							
FIN1101 Corporate Finance [*]	2	1	3	1			Enrolment is not permitted in FIN1101 if FIN1100 has been previously completed (excluding BBIZ 19395 Finance major students)
POL1000 [^]							
Minor/elective course	2	1	3	1			
Minor/elective course	2	1	4	1			
Minor/elective course	2	1	4	1			
Minor/elective course	2	2	3	2			
LAW1101	2	2	3	2			
Minor/elective course	2	2	4	2			
MGT2002 Perspectives of Organisation	2	2	4	2			
Minor/elective course	3	1	5	1			
Minor/elective course	3	1	5	1			
Minor/elective course	3	1	6	1			
Minor/elective course	3	1	6	1			
Minor/elective course	3	2	5	2			
Minor/elective course	3	2	5	2			
Minor/elective course	3	2	6	2			
Minor/elective course	3	2	6	2			

Footnotes

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* FIN1101 should be undertaken if student wishes to complete a Finance minor.

^ POL1000 should be undertaken if student wishes to complete a Business Economics minor.

Notes:

Note that the year and semester in which minor courses are studied will depend on the minor chosen.

Recommended enrolment pattern - Springfield campus (semester 1 intake)

Please note: The year and semester in which minor courses are studied will depend on the minor chosen.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
ACC1101	1	1					
CIS1000 Digital Disruption [£]	1	1					
MKT1001 Marketing Fundamentals	1	1					Enrolment is not permitted in MKT1001 if MKT1100 has been previously completed (excluding BBIZ 19398 Marketing major students)
MGT1000	1	1					
LAW1101	1	2					
Minor/elective course	1	2					
Minor/elective course	1	2					
MGT2002 Perspectives of Organisation	1	2					
Select one of the following two courses:							
FIN1101 Corporate Finance [*]	2	1					Enrolment is not permitted in FIN1101 if FIN1100 has been previously completed (excluding BBIZ 19395 Finance major students)
POL1000 [^]							
Minor/elective course	2	1					
Minor/elective course	2	1					
Minor/elective course	2	1					
CMS1000 Communication and Scholarship	2	2					Enrolment is not permitted in CMS1000 if MGT1200 has been previously completed.
Minor/elective course	2	2					
Minor/elective course	2	2					
Minor/elective course	2	2					
Minor/elective course	3	1					
Minor/elective course	3	1					
Minor/elective course	3	1					
Minor/elective course	3	1					
Minor/elective course	3	2					
Minor/elective course	3	2					
Minor/elective course	3	2					
Minor/elective course	3	2					

Footnotes

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Recommended enrolment pattern - Springfield campus (semester 2 intake)

Please note: The year and semester in which minor courses are studied will depend on the minor chosen.

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
LAW1101	1	2					
Minor/elective course	1	2					

Course	Year of program and semester in which course is normally studied						Enrolment requirements
	On-campus (ONC)		External (EXT)		Online (ONL)		
	Year	Sem	Year	Sem	Year	Sem	
MKT1001 Marketing Fundamentals	1	2					Enrolment is not permitted in MKT1001 if MKT1100 has been previously completed (excluding BBIZ 19398 Marketing major students)
Minor/elective course	1	2					
ACC1101	1	1					
CIS1000 Digital Disruption [£]	1	1					
MGT1000	1	1					
Select one of the following two courses:							
FIN1101 Corporate Finance [*]	1	1					Enrolment is not permitted in FIN1101 if FIN1100 has been previously completed (excluding BBIZ 19395 Finance major students)
POL1000 [^]							
MGT2002 Perspectives of Organisation	2	2					
Minor/elective course	2	2					
Minor/elective course	2	2					
Minor/elective course	2	2					
Minor/elective course	2	1					
Minor/elective course	2	1					
Minor/elective course	2	1					
Minor/elective course	2	1					
CMS1000 Communication and Scholarship	3	2					Enrolment is not permitted in CMS1000 if MGT1200 has been previously completed.
Minor/elective course	3	2					
Minor/elective course	3	2					
Minor/elective course	3	2					
Minor/elective course	3	1					
Minor/elective course	3	1					
Minor/elective course	3	1					
Minor/elective course	3	1					

Footnotes

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^ POL1000 should be undertaken if student wishes to complete a Business Economics minor.