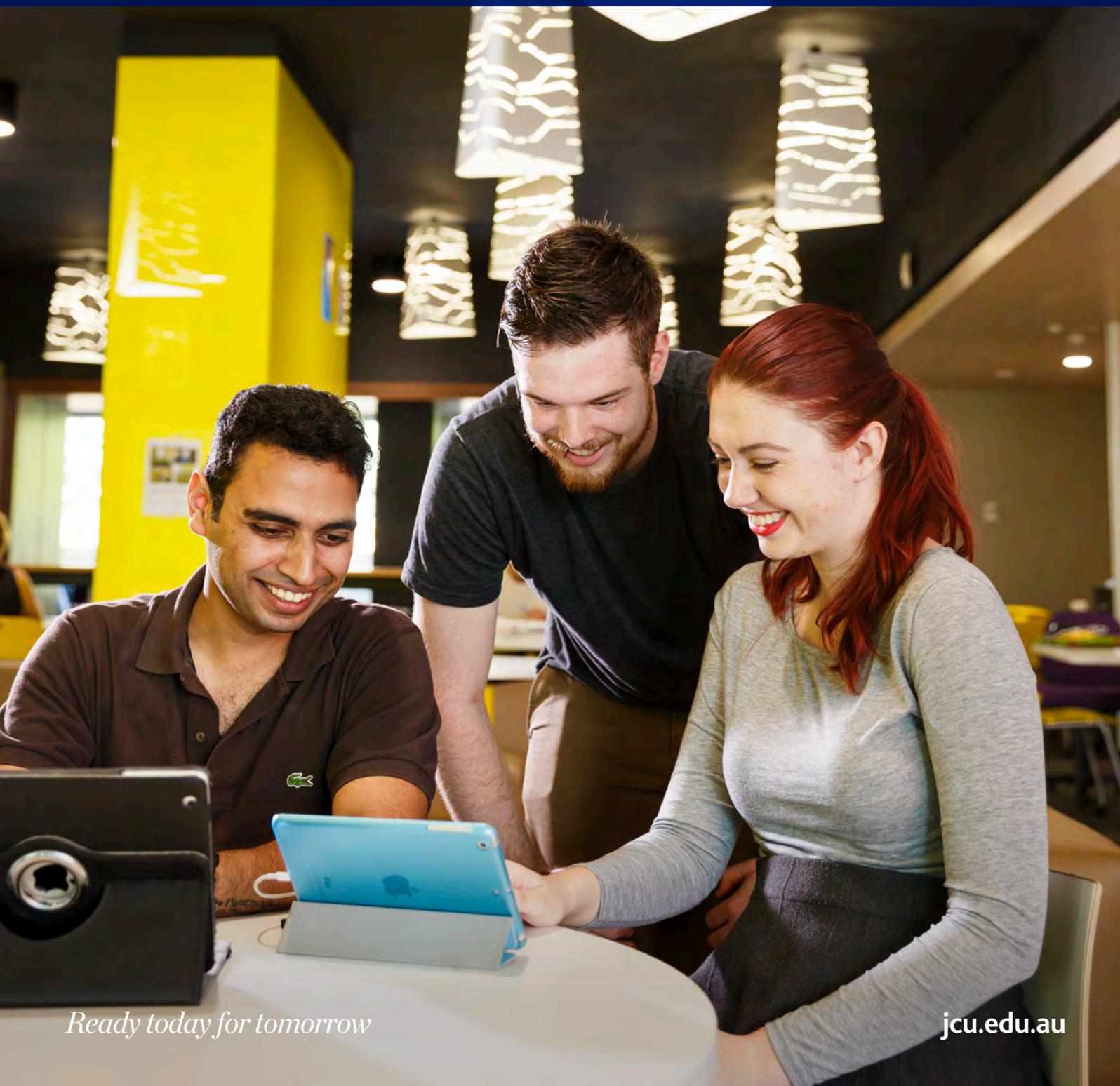


Bachelor of Arts - Bachelor of Business



JAMES COOK
UNIVERSITY
AUSTRALIA



Ready today for tomorrow

jcu.edu.au



Why JCU?

A STUDENT EXPERIENCE LIKE NO OTHER

- Access to world-class teachers
- Develop skills in state-of-the-art facilities
- Achieve exceptional employment outcomes
 - Benefit from small class sizes
 - Connect with professional networks
- Support through scholarships for merit and equity
 - Discover great accommodation options

WORK IN INDUSTRY

Gain experience in a local business. JCU students deepen their knowledge by completing an internship or project sourced from industry.

TRANSFERABLE SKILLS

Expand employability opportunities. JCU students gain valuable communication and creative thinking skills, applicable to various career pathways.

BE READY TODAY, FOR TOMORROW

Benefit from a multidisciplinary approach. JCU students develop a comprehensive understanding and can study subjects from a wide range of discipline areas.

SUPPORT FOR YOUR SUCCESS

Explore JCU's range of scholarships, grants and bursaries and discover the right financial assistance to achieve your goals. JCU was independently awarded five-stars for student support.*

*Good Universities Guide 2022, UG Humanities, Culture & Social Sciences



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- ✔ Learn from expert researchers and lecturers who are leaders in their field. Get fast-tracked into the workforce with practical skills and sound local knowledge.
- ✔ This flexible four-year joint degree covers study areas across business, arts, and social sciences. Study at your preferred campus and even online to suit your needs.
- ✔ Choose from majors including Anthropology, Human Resources Management, History, International Business, Management, Politics and International Relations, and more.
- ✔ Depending on your choices of majors you may be able to register with professional bodies within your chosen fields of study.

COURSE DETAILS:

Locations:	Cairns, Townsville, Online
Start Dates:	February, July
Duration:	4 years full-time Part-time available
ATAR:	59.4 English (Units 3/4,C) Desirable: Maths B (4,SA) or Mathematical Methods (Units 3/4,C)

Please visit the [handbook](#) for a detailed outline of the course structure. Note: Information is for domestic students only

Majors

ARTS MAJORS

As part of the Bachelor of Arts, you can choose from 14 majors.

Anthropology

Study history, languages, politics, economics and social systems. Understand cultural and ethnic difference and analyse how people's beliefs fit into a wider social, political and economic context.

Archaeology

Develop skills in archaeological investigation and research as a basis for employment in the field in Australia. Expand your knowledge with specialised offerings in evolutionary, forensic, Asian, Australian, and European archaeology.

Criminology

Learn why people are motivated to commit crime, and explore strategies to prevent law-breaking and rehabilitate offenders. This course equips you with skills to help make a difference in your community.

Design and Creative Arts

Amplify your creativity and develop skills for a stimulating career. Contribute to project management in the creative industries. Communicate with others through original works of art. Complement core subjects with a range of specialisations, which vary between campuses.

English

Investigate and explore the riches of literature across the ages. You will develop your understanding of the English language and gain a high level of communication and reasoning skills while growing your passion for reading and writing.

History

Engage with the past to develop skills in critical thinking, research, and communication. Assess evidence physically and online, and refine your ability to communicate ideas in a range of formats including digital projects.

Human Geography

Explore the interrelationship between people and their natural and built environments. Develop specialist skills including urban planning and design, regional sustainability, and social and environmental impact assessment.

Human Services

Study social policy, community planning and development, education and capacity building, organisational practice, and social responsibility. Gain practical skills and experience through field trips and project work.

Indigenous Studies

Expand your understanding of the complex interface between Indigenous and Western knowledge, perspectives, and practices in Australia today. Some subjects include field trips, and one includes an optional international trip to an Indigenous community.

Modern Languages

Become fluent in French, German, Italian, or Japanese. Immerse yourself in the language with opportunities to study abroad for six months. You do not need prior knowledge of the language to undertake this major, which offers foundation to advanced levels.

Multimedia Journalism and Writing

Gain the knowledge to succeed in fast-paced creative and news media environments. Learn from published writers, researchers, and journalists to write creatively about unique environments and complex topics.

Politics and International Relations

Explore issues such as human rights, ethnic relations, war and conflict, the ongoing legacies of historical events, and politics in the developing world. Learn the skills you need for a career in defence, diplomacy, ethnic affairs, human rights and development, intelligence, and international trade.

Psychology

Explore the history of psychology, the nervous system, memory, intelligence, emotion, personality, and psychological disorders. This major is not accredited. If you want to become a Registered Psychologist, find out more about the Bachelor of Psychological Science. This major is not available at Cairns campus.

Sociology

Develop the analytical tools to learn how society is organised and how we experience life with each other. Study social trends, and understand why and how societies and institutions have developed through history.



BUSINESS MAJORS

As part of the Bachelor of Business, you can choose from seven majors.

Business Intelligence and Information Systems

Find out how to integrate information technology systems and data into business strategies and be integral to your organisation's operational strategy. As a business intelligence analyst, you will have the knowledge needed to use data for marketing purposes, create cost-effective systems and identify business opportunities. Upon graduation, you can apply for membership of the Australian Institute of Management (AIM).

Hospitality and Tourism Management

Stand out from the crowd with this major and manage tourism and hospitality attractions, tours, events, and services. By understanding the decision making process of your guests, you will have the ability to create amazing travel or event experiences. You will study the intricacies of conference and event management and the logistics and operations behind hospitality.

Human Resources Management

Find out what makes people tick and how you can boost their performance. Learn how to effectively communicate, develop positive employment relations and manage organisational change. Your passion for human resources can take you across industries in Australia and around the world.

International Business

Develop an in-depth understanding of the challenges, advantages and issues of conducting business in a complex global environment. With the skills to work in the exciting international arena, you can build a sustainable, competitive business position in the international marketplace.

Management

Develop the skills to manage finances and resources, and direct business operations in a fast-paced setting. You will learn to manage people and workflow — transferable skills important to running a business or team in any industry.

Marketing for the Digital Age

Get the skills to speak directly to your customers through traditional advertising, digital marketing and social media. Your creativity and understanding of people will help you become an effective marketer, fulfilling the needs of your customers or growing a new customer base.

Sports and Events Management

Be involved in the exciting, fast-paced environment of the sporting and events industries. You will learn how to create, organise and coordinate sports, business, and public events on both a small and large scale. Benefit from JCU's strong industry connections with a major designed to meet employer needs by providing first-hand practical experience.

“I chose this degree so that I would have the opportunity to study a diverse range of topics and have the variety to keep my studies exciting and motivating. I could have the balance of the practicality of business subjects with the exploratory nature of Arts subjects. There’s a Work Integrated Learning program in the business degree that gives you options for workplace-related subjects, such as a professional internship, multidisciplinary project or independent project. I’ve benefited from all my subjects in terms of gaining knowledge, application and problem-solving skills. Make the most of your wide range of subject options. JCU has a lot of awesome subjects available and this degree is a great opportunity to discover what you are truly passionate about.”

Lillian MacGregor

BACHELOR OF ARTS - BACHELOR OF BUSINESS STUDENT



“To meet employer demand for transferrable skills such as communication, teamwork, problem solving and critical thinking, students should consider a joint degree in JCU Business and Arts. Graduates with great communication skills and high emotional intelligence have a better understanding of society, this in turn creates a greater level of trust, engagement and tolerance. In a world of ‘wicked problems’, political and public engagement and of volunteering, a joint degree in Business and Arts gives JCU students an edge to how they solve problems and interact with the wider world.”

Dr Rachel Hay

LECTURER



Career Opportunities

A JCU Arts-Business degree prepares you to work across a variety of occupations and industries, both in Australia and internationally.

Depending on your choice of majors, you could pursue a career in areas such as media and communications, business, tourism, community planning and development, human resources or employee relations, research, policy, and more.





JCU Accommodation

Study and live in some of the most interesting places in the world. Cairns and Townsville are on the doorstep of the Great Barrier Reef, magnificent rainforests, the savannah region and Outback Australia.

Living on-campus is a great way to make the most of your time at JCU. JCU Townsville, Bebegu Yumba campus, Douglas, has five different accommodation options housing over 1,200 students. JCU Cairns, Nguma-bada campus, Smithfield, features an accommodation complex for 300 students. Living on-campus is a great place to make new friends and immerse yourself in the JCU culture. All rooms at our on-campus residences are single board, with a single bed, study desk, chair, fan, air-conditioning and Wi-Fi. Each residence is different in regards to style of living, culture and atmosphere. There are options for fully catered or self-catered housing. Find out more at jcu.edu.au/accommodation



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