

Bachelor of Business - Bachelor of Psychological Science



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.

EXPERIENCE HAS NO SUBSTITUTE

Benefit from state-of-the-art facilities, which may include observation suites, electrically shielded psychophysiology recording facilities and a controlled environment research suite.

DISCOVERIES THAT MAKES A DIFFERENCE

Benefit from JCU Psychology's strong research focus. JCU Psychology students have the opportunity to actively make a difference to people, organisations and societies.

SUPPORT FOR YOUR SUCCESS

Explore JCU's range of scholarships, grants and bursaries and discover the right financial assistance to achieve your goals



Bachelor of Business - Bachelor of Psychological Science

✔ Pursue your interests and maximise your employability with a joint degree in Business and Psychological Science. Learn business operations and decision-making skills alongside critical thinking and research methods.

✔ Cultivate a balance between academic theory and practical ability—valuable to employers both in psychology and business. Develop an in-depth understanding of how human psychology impacts business. Transfer your skills across industries or specialise in one area of expertise.

✔ Study a curriculum designed by industry experts to ground your learning in contemporary research and real-world relevance. Take part in practical experiences in current research and industry internships.

COURSE DETAILS:

Locations:	Townsville
Start Dates:	February, July
Duration:	4 years full-time Part-time available
ATAR:	69.4 English (Units 3/4,C)
OP:	13 English (4,SA)

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

Ready today for tomorrow

Benefit from the Bachelor of Business and Psychological Science's diverse choice of multi-disciplinary subjects. Tailor your degree to your desired career path with a business major, including: Economics, Business Intelligence and Information Systems, Banking and Financial Management, Hospitality and Tourism, International Business, Human Resources, Marketing or Sports and Event Management.

Learn to exercise critical thinking and judgement to address issues in business, and synthesise knowledge in the core areas of psychology. Adapt and apply research skills and psychological understanding and knowledge of cultural diversity to investigate human behaviour within social and business contexts.

BUSINESS MAJORS

As part of the Bachelor of Business, you can choose from seven majors. A major is your chosen area of specialisation.

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.

With the ever-increasing use of technology and the importance of data and data security, you will be highly employable in a growing industry. 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. You will gain the professional knowledge and expertise to manage, plan and market the food, recreation, accommodation and tourism industries.

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 in organisations. Get the competitive edge in business. By understanding human behaviour, you will learn about the value of employees to a workplace.

Learning how to effectively communicate, develop positive employment relations and manage organisational change will make you stand out from the crowd. Your passion for human resources can take you across industries in Australia and around the world.

International Business

Build invaluable skills for managing business at an international scale. Your love of developing strategies and planning for short- and long-term projects will see you operating multi-national enterprises.

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.

Be exposed to leading business experts and psychology researchers, and acquire practical industry experience through a professional internship.

You will gain sought-after specialist knowledge and skills that will set you up for real-world success.

After obtaining this degree, fully accredited by the Australian Psychology Accreditation Council, you may choose to undertake further study to become a fully registered psychologist.

Management

Find out how to use your love of innovation, entrepreneurship and people management to strengthen your employability skills. Giving you the edge to lead businesses in highly competitive environments, you will learn how to solve complex organisational problems, plan effectively and hire the right employees.

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

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.

Marketing skills are fundamental for growing a business in both the private, public and non-profit sectors. You will have the capacity to address the challenges of marketing a brand to your target audience in a competitive marketplace.

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.

Events are central to local economies and tourism. You will work within a dynamic global industry that is growing exponentially. Benefit from JCU's strong industry connections with a major designed to meet employer needs by providing first-hand practical experience.

“JCU provides me the opportunity to continue living and working in the tropics, while studying a joint degree that allowed me to follow both my professional and personal passions. I have been continually impressed by the lecturers and staff at the university, who have gone out of their way to show me support and encouragement.”

Aimee Cameron

BACHELOR OF BUSINESS - BACHELOR OF PSYCHOLOGICAL SCIENCE



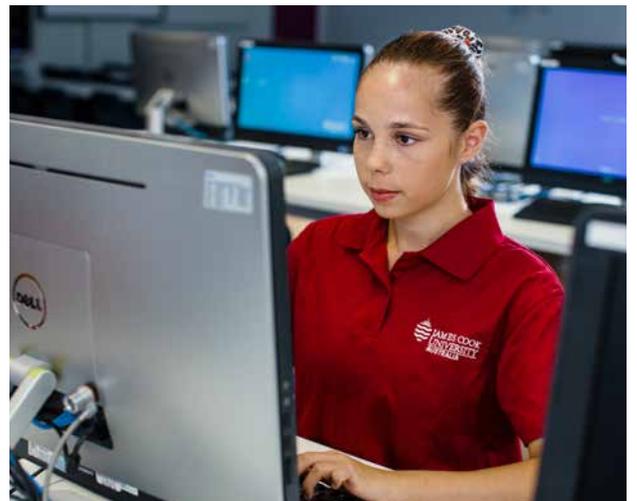
“Having an understanding of human behaviour - what motivates people, how they perceive the world, and why they make the decisions they do - is invaluable knowledge in business. People, as consumers and employees, drive every business to succeed, fail or continue on in mediocrity. The joint degree gives students a solid grounding in both the principles of business and of human behaviour. This knowledge and experience is particularly relevant for a career in leadership, management, human resources and marketing.”

Dr Kerry McBain

HEAD OF PSYCHOLOGY

Career Opportunities

JCU Business-Psychological Science graduates combine skills and knowledge of two disciplines to pursue rewarding careers across a range of industries. You could find employment in counselling roles in business, community, or government organisations. Different subject choices could see you working in human resource management, professional development, market research, and more.

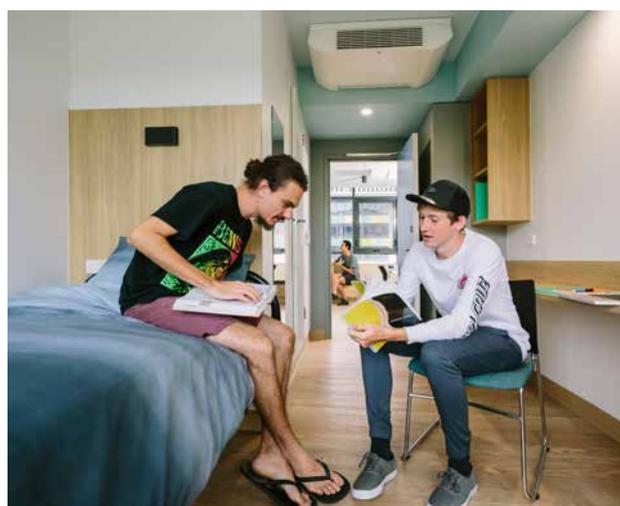




JCU Accommodation

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. With five different accommodation options at JCU Townsville, housing over 1,200 students, and a new complex for 300 students at JCU Cairns, living on-campus is a great place to make new friends and immerse yourself into 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



© James Cook University, Marketing, 2020. This publication is intended as a general guide for domestic students only. Prospective domestic students and all international applicants should contact the University to confirm admission requirements and the availability of courses. Information is correct at the time of printing. James Cook University reserves the right to alter any course or admission requirement without prior notice. Check for updates at jcu.edu.au

James Cook University CRICOS Provider code 00117J.

Contact us

Townsville: 07 4781 5255

Cairns: 07 4232 1000

Freecall (within Australia): 1800 246 446

Email: enquiries@jcu.edu.au



**JAMES COOK
UNIVERSITY**
AUSTRALIA

jcu.edu.au