

Bachelor of Business - Bachelor of Psychological Science



Ready today for tomorrow

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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

PREPARE FOR SUCCESS

Gain experience in a local business. JCU students deepen their knowledge by completing an internship or project sourced from industry. JCU Psychology is #1 in Queensland and #2 in Australia for median graduate salary.*

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.

*2024 Good Universities Guide, UG Psychology



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✔ 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:	64
Prerequisite:	English (Units 3/4,C)

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 in Human Resources Management, Management or Marketing for the Digital Age.

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.

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.

BUSINESS MAJORS

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

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.

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 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.

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.





“The course opened my eyes to the interwoven relationship that positive psychology has with business in today’s world. JCU’s lecturers and support systems helped me reach my full potential in the face of adversity. The generalisation of my skills from the joint degree will allow me to make a difference in people’s lives for the better.”

Shanda Jarrett
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



Contact us

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