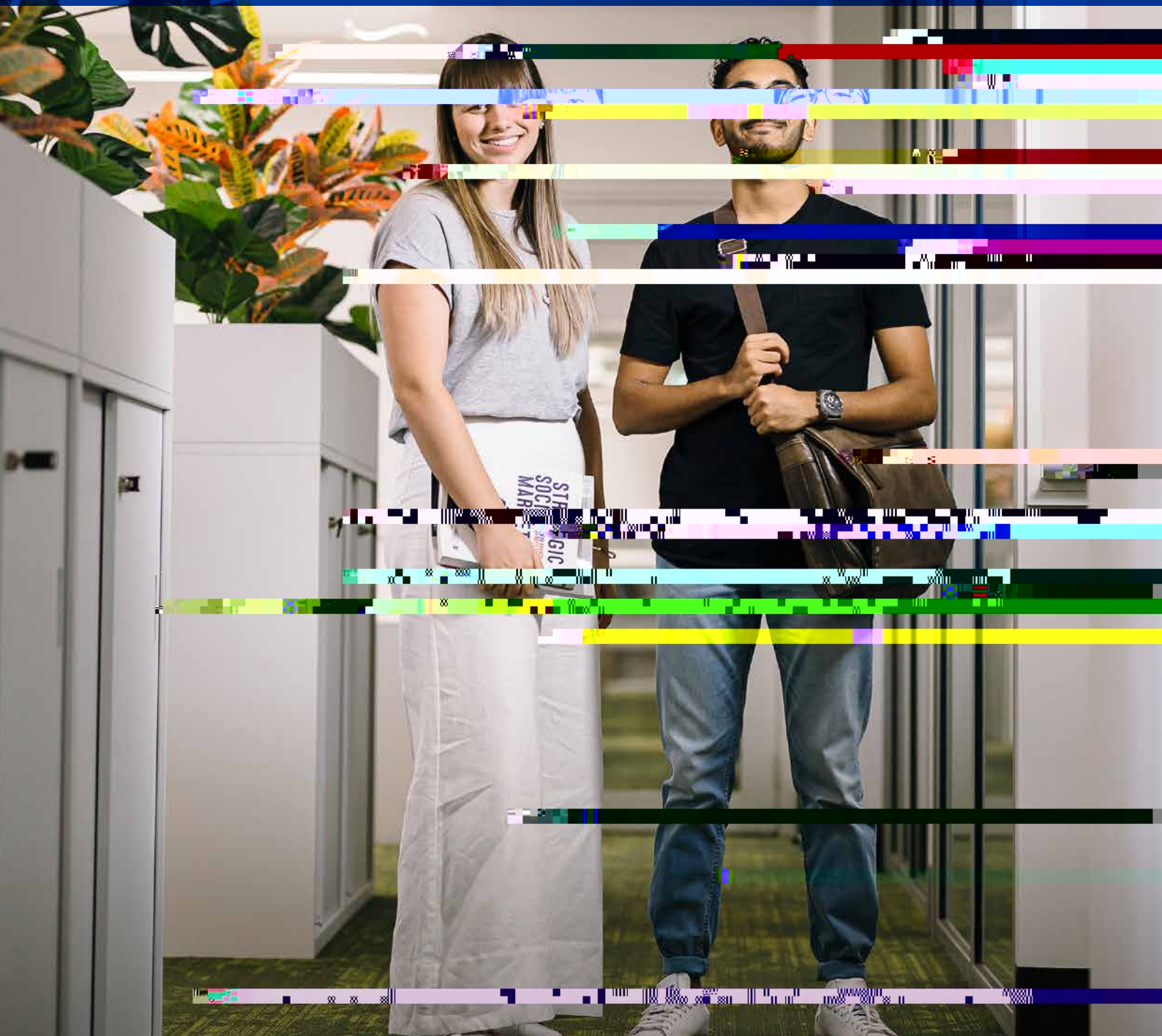


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Ready today for tomorrow

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Within our undergraduate business degree, you are able to choose from seven majors. A major is your chosen area of specialisation. Not all majors are available at all campuses. The handbook provides detail about the subjects you can study within each major and the campuses each major is available at.

Business Intelligence and Information Systems

Learn 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

Learn to manage tourism and hospitality attractions, tours, events, and services. Understand your target market and create tailored experiences. Develop practical skills to handle the logistics and intricacies of event management. Manage, plan, and market with an in-depth understanding of the industry. Visit sites and conduct case studies to ground your learning in real scenarios.

Human Resources Management

Cultivate a competitive edge in business with a Human Resources Management major. Understand the value of motivated employees and create environments that help people thrive. Build communication skills and positive employment relations to boost performance and manage organisational change.

International Business

Examine the challenges and advantages of conducting business in a complex global environment. Cultivate a love of developing strategies



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JCU Business graduates are multi-skilled and find employment in a large range of industries.

Depending on what major you choose, potential careers could include:

- Business Intelligence Analyst, Information Security Analyst, IT Project Manager, Business Intelligence Consultant
- Conference and Events Manager/Planner, Tourism Officer, Marketing Officer, Market Researcher, Social Media Marketer, Brand Manager, Public Relations Officer
- Operations Manager, Project Manager, Strategic Management Leader, Human Resource Manager, Employment Relations Adviser, HR Recruitment Officer, Employment Relations Policy Adviser, Destination Policy and Planning Manager.

