



Bachelor of **Business** & Bachelor of **Communication Design**

If you're struggling to decide whether to pursue a career in the creative or business industries or have dreams of wanting to start your own creative business, our brand new suite of design and business double degrees are the perfect solution.

The combination of a business degree and a degree in design with your preferred specialisation, offers you the flexibility to pursue multiple career paths upon graduation and gives you the skills, knowledge, and confidence to launch your own creative business or go after leading roles in established agencies. Hybrid roles are the way of the future, and the double degree will equip you with the necessary know how to be able to operate in a business centric role like marketing, however with the skillset to execute and manage creative requirements.

CRICOS Code: 090257G

Intake dates

Feb, Jun, Sept

Duration

4 years

Total Tuition Fees

\$97,600

Locations

Brisbane, Melbourne, Sydney

Entry and English requirements

- Australian Year 12 or equivalent; and
- Academic IELTS 6.0 (no band less than 5.5) or equivalent.

Career outcomes

- Graphic Designer
- Web Designer
- Brand Specialist
- Art Director
- Creative Director
- Business Owner / Manager
- Coordinator or Assistant Manager
- Operations Manager
- Marketing Manager
- Partnership Manager
- Buyer
- Entrepreneur
- General Manager

Course structure

The course structure comprises 27 core and 5 elective subjects over 4 years. Students must complete all core subjects, listed below. To find out which electives you can take with this course, visit our Student Hub.

Year 1

- Design Studio 1
- Design Context
- Business Communications
- Understanding People and Organisations
- Design Studio 2
- Typographic fundamentals
- Marketing fundamentals

Year 2

- Message, Meaning, Media
- Typographic Systems
- Design Studio 3
- Accounting for Decision Making
- Customer Experience Management
- Developing Visual Vocabulary

Year 3

- Social Enterprise
- Problem Based Learning Studio
- Discover, Define, Develop, Deliver
- The Business Environment
- Wayfinding
- Life Through a Lens

Year 4

- Inspire to Implementation
- Corporate Social Responsibility
- Strategic Management
- Organisational Creativity & Innovation
- Business by Design
- Work Integrated Learning or Work Integrated Learning (Industry Live Brief)
- Business Consulting Project
- Industry Consulting Project



At Torrens University Australia, you can:

- Start your course at multiple points throughout the year
- Be supported at every step of your learning experience, giving you the best possible opportunity to succeed
- Explore the opportunity to study across our campuses in Adelaide, Brisbane, Melbourne & Sydney. Why not try them all?
- Experience a modern education in a contemporary, technology enriched learning environment designed to deliver the education you need

How to apply

Please send all documentation to
intadmissions@laureate.net.au

For more information

Please contact your agent, or contact us at
study@laureate.edu.au
torrens.edu.au/international

