School of Business

Honours Research Program

JAMES COOK UNIVERSITY AUSTRALIA

Accounting and Finance • Economics • Tourism and Events Management
Marketing • Management



Bachelor of Business (Honours)
Discover. Research. Lead

Take your business degree further with an additional year of advanced study that develops your research capability, analytical thinking, and professional expertise.

The **Bachelor of Business (Honours)** is designed for high-achieving graduates who want to deepen their knowledge in their chosen discipline and stand out in a competitive job market. Through a substantial research project, you will work closely with experienced academics to investigate real-world business challenges and contribute new knowledge in areas such as:



- Marketing
- Management
- Human Resource Management
- Tourism
- Economics
- Accounting and Finance
- Entrepreneurship and Innovation
- Sustainability and Regional Development

Whether your goal is a professional career, consulting role, government position, or future PhD study, Honours provides a pathway to the next stage of your career.

Why Study Honours?



Build Advanced Research Skills
Develop expertise in critical thinking, data analysis, research design, and evidence-based decision making.

Work One-on-One with Experts
Receive personalised supervision from experienced researchers working on contemporary business challenges.

Strengthen Your Employability
Employers value graduates who can evaluate complex information, analyse evidence, and communicate insights effectively.

Create Impact
Undertake research that addresses industry, community, regional, national, and global challenges.

Pathway to Higher Degrees
Honours is the traditional pathway into research higher degrees, including Masters by Research and PhD programs.

What Makes JCU Different?

JCU's College of Business, Law and Governance brings together expertise in business, economics, management, marketing, tourism, governance and sustainability.

As an Honours student, you will benefit from:



- Personalised supervision and mentoring
- Small cohort learning and strong academic support
- Opportunities to engage with industry and community partners
- Research addressing regional, tropical, Indigenous, and global challenges
- Access to JCU's established research networks and centres
- Pathways into scholarships and higher degree research

What Will You Study?

Honours combines advanced research training with an independent thesis project.

You will:

- Explore contemporary issues in business research
- Develop advanced research design and methodological skills
- Conduct an independent research project
- Produce a substantial Honours thesis
- Present your research findings to academic and professional audiences

Your project may involve industry collaboration, applied business research, policy analysis, consumer research, organisational studies, economic analysis, tourism research, or other specialised fields.

Research Areas

Our academic staff supervise projects across a diverse range of business disciplines, including:

Marketing

Consumer behaviour, digital marketing, social marketing, artificial intelligence, branding, customer experience.

Management and Leadership

Organisational behaviour, leadership, workplace wellbeing, strategy and change.

Tourism

Destination management, sustainable tourism, visitor experiences, regional development.

Economics

Regional economics, development economics, behavioural economics, resource and environmental economics.

Accounting and Finance

Corporate governance, financial decision making, sustainability reporting, investment and financial markets.

Career and Future Study Opportunities

BAn Honours qualification can strengthen opportunities in:

- Management and consulting
- Marketing and market research
- Government and public policy
- Economic analysis
- Tourism development
- Corporate strategy
- Business analytics
- Research and academia

Graduates with strong Honours performance may be eligible to progress to higher degree research programs, including the PhD.

Who Should Apply

You may be eligible if you:

- Have completed a recognised business-related bachelor degree; and
- Have achieved strong academic performance during your undergraduate studies.

If you are unsure about your eligibility, we encourage you to discuss your options with the Honours Coordinator.

Ready to Take the Next Step

Honours is more than an additional year of study. It is an opportunity to investigate important questions, develop advanced professional capabilities, and prepare for leadership, research, and lifelong learning.

Challenge yourself. Create new knowledge. Make an impact.

For more information contact the School of Business **www.jcu.edu.au/business**

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