

Bond Business School STRUCTURES				
SPECIALISATIONS in the BOND BUSINESS SCHOOL				
SRC-467	Data Analytics Specialisation			<a href="#">Major, minor and specialisation study areas</a>
SRC-470	Finance Specialisation			
SRC-471	Marketing Specialisation			
SRC-472	International Business Specialisation			
SRC-479	Tourism & Hotel Management Specialisation			
SRC-512	Health Management Specialisation			
<b>Please Note</b>		<b>Changes to Subject Codes or Names</b>		
OLD CODE	NEW CODE	TITLE		
HRTM71-209	BUSN71-201	Event Management	New Subject BUSN71-201 - Event Management replacing HRTM71-209 - Event Management	
IBUS71-314	BUSN71-302	Asia Study Tour	New Subject Code BUSN71-302 Asia Study Tour - Replacing IBUS71-314	
IBUS71-313	BUSN71-303	Europe Study Tour	New Subject Code BUSN71-302 Europe Study Tour - Replacing IBUS71-313	
	HRTM71-205	Revenue Management	New Name	
MKTG71-600	MKTG71-100	Marketing Fundamentals	New Subject MKTG71-100 Marketing Fundamentals - Replacing MKTG71-600 - Marketing Fundamentals	
MKTG71-601	MKTG71-205	Consumer and Buyer Behaviour	New Subject MKTG71-205 Consumer & Buyer Behaviour Consumer and Buyer Behaviour - Replaces MKTG71-601	
MKTG71-604	MKTG71-302	Promotional Design and Planning	New Subject MKTG71-302 Promotional Design and Planning - Replacing MKTG71-604 Communication Strategies	
MKTG71-602	MKTG71-303	Market Research	New Subject MKTG71-303 Market Research - Replacing MKTG71-602	
STAT71-102	STAT71-111	Business Statistics	New Subject STAT71-111 Business Statistics - Replacing STAT71-102	
<b>SRC-467</b>	<b>40 CP</b>	<b>Data Analytics Specialisation</b>		
The Big Data specialisation incorporates the most current industry-relevant research with applications to data science, business analytics, and managing and analysing large data sets to support organisational needs. The specialisation will develop skills in the challenge of crunching 'big data' numbers to create practical solutions for real world problems.				
<b>You must complete the following subject:</b>				
<b>Semester</b>	<b>Code</b>	<b>Title</b>	<b>Assumed Knowledge</b>	<b>Requisite</b>
J/S	DTSC71-200	Data Science		
<b>Plus three subjects from the following options:</b>				
M/S	ACSC71-307	Survival Analysis		ACSC71-200
J/S	DTSC71-100	Business Analytics Coding		
S	DTSC71-110	Cyber and Fraud Threats in Organisations		
J/S	DTSC71-300	Infrastructure for Data Analytics	STAT71-112	DTSC71-200
M	DTSC71-301	Applied Machine Learning	STAT71-112	DTSC71-200
M	DTSC71-302	Statistical Learning and Regression Models	ECON71-200, DTSC71-200	
J/M/S	ECON71-200	Linear Models and Applied Econometrics		
S	ECON71-300	Advanced Econometrics		ECON71-200
<b>SRC-470</b>	<b>40 CP</b>	<b>Finance Specialisation</b>		
The Finance specialisation incorporates the most current industry-relevant research with applications to finance principles, financial markets and corporate finance and seeks to enhance graduates' planning, analytical and interpersonal skills in preparation for senior management roles.				
<b>You must complete the following two subjects:</b>				
J/S	FINC71-601	Corporate Finance	FINC71-101	
J/S	FINC71-607	International Financial Management	FINC71-101	
<b>Plus two subjects from the following options:</b>				
M	FINC71-302	Finance Applications and Analysis	FINC11-101 or FINC71-101	
S	FINC71-305	Financial Derivatives	FINC71-101	
J/S	FINC71-318	Personal Finance		
J/M	FINC71-603	Investments	FINC71-101	
M	FINC71-604	Capital Markets	FINC71-101	
	FINC71-614	Mergers and Acquisitions	FINC71-101	
<b>SRC-471</b>	<b>40 CP</b>	<b>Marketing Specialisation</b>		
The Marketing specialisation incorporates the most current industry-relevant research with applications to market research and analysis, customer analysis and relationship management, communication strategies and the use of digital and social media and seeks to enhance graduates' planning, analytical and interpersonal skills in preparation for senior management roles. The Tourism Management specialisation provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector				
<b>You must complete four subjects from the following options:</b>				
J	MKTG71-312	Internet and Social Media Marketing	MKTG71-104 or MKTG71-600	
M/S	MKTG71-100	Marketing Fundamentals		
M	MKTG71-205	Consumer and Buyer Behaviour		
M	MKTG71-303	Market Research		
M	MKTG71-302	Promotional Design and Planning		

Semester	Code	Title	Assumed Knowledge	Requisite
<b>SRC-472      40 CP      International Business Specialisation</b>				
The International Business specialisation incorporates the most current industry-relevant research with applications to international trade, international finance, managing human resources and other challenges of managing and leading in a global environment and seeks to enhance graduates' planning, analytical and interpersonal skills in preparation for senior management roles.				
<b>You must complete four subjects from the following options:</b>				
J/M	ECON71-303	International Trade	ECON71-100	
J/S	FINC71-607	International Financial Management	FINC71-101	
M/S	MGMT71-201	International Business		
S	MGMT71-301	International Human Resource Management		
<b>SRC-479      40 CP      Tourism &amp; Hotel Management Specialisation</b>				
The Tourism and Hotel Management specialisation incorporates the most current industry-relevant research with applications to Strategic Pricing and Revenue Management, Tourism Analysis and Evaluation, WHS Risk Management, Adventure Tourism, Sustainable Tourism and Indigenous Cultures and seeks to enhance graduates' planning, analytical and interpersonal skills in preparation for senior management roles. The Tourism Management specialisation provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector.				
<b>You must complete the following three subjects:</b>				
M	HRTM71-205	Revenue Management	MKTG71-104 or MKTG71-600, ACCT71-100	
M	HRTM71-206	Tourism Analysis and Evaluation		
M	HRTM71-212	Workplace Health and Safety		
<b>Plus one subjects from the following options:</b>				
J/S	HRTM71-214	Adventure Tourism		
J	HRTM71-220	Sustainable Tourism and Indigenous Cultures		
<b>SRC-512      40 CP      Health Management Specialisation</b>				
The Health Management specialisation incorporates the most current industry-relevant research with applications in health analytics, systems and management. This specialisation is designed to assist and inform healthcare professionals and other healthcare providers transitioning to senior management roles. As a cross-faculty specialisation, Business students will engage with a range of healthcare professionals and researchers within the Healthcare Innovations program and the Faculty of Health Sciences & Medicine.				
<b>Students must choose forty credit points (40CP) of subjects from the following electives from the following options:</b>				
J	HPER71-110	Evidence Based Practice and Policy		
J/S	HPER71-111	Health Systems: Australia and International		
M	HPER71-112	Knowledge Translation in Healthcare		
J/M	HPER71-114	Educating the Health Workforce		
M	HPER71-116	Planetary Health		
S	HPER71-117	Sustainable Healthcare		