



# Complement your degree while studying abroad

**SUBJECT PACKAGES IN THE BOND BUSINESS SCHOOL**





**Bond University's Bond Business School, is one of Australia's leading educational and research centres, combining innovative learning strategies with intensely practical applications, ranked in the top 2% of business schools worldwide.**

The Bond Business School delivers a truly personalised educational experience to every student comprising 10 main study areas each with their own unique objectives, curriculum and research agendas. Below are sample study abroad packages to specialise in during your studies at Bond University. Students usually take four subjects during a semester, including 2 - 3 within their major / minor focussed studies. The remaining 1 - 2 subjects can be chosen across the range of disciplines on offer at Bond - from wine studies to cyber security. More information on subject availability and entry requirements can be found at [bond.edu.au/subjects](http://bond.edu.au/subjects).



Adventure Tourism excursion at Currumbin Wildlife Sanctuary.



Wine Studies excursion at Sirromet Winery

# Bond Business School Experiential Subjects



## Adventure Tourism

If you're keen for adventure and passionate about learning outside the classroom, then Adventure Tourism is the perfect subject for you. In this class, you'll learn everything from leadership and team dynamics, to the diversity of the adventure tourism industry. Best of all, this class includes multiple field trips to various Gold Coast locations, giving you the chance to apply your learnings to real world scenarios. You might end up at a wildlife sanctuary or out in nature, soaking up the stunning Gold Coast beaches and hinterland. Either way, this class is perfect for the adventure-seekers and hands-on-learners.

**Academic:** Robert Nash

**Semesters offered:** January, September

**Study areas:** Business, Commerce and Entrepreneurship

*Find out more*



## Cyber & Fraud Threats in Organisations

Have you ever wondered how cybercriminals operate, or why certain people are more vulnerable to hackers than others? This course seeks to answer these questions by explaining the criminal offences of cybercrime from the perspective of both the hacker and the victim. Covering everything from professional crime to corporate cybercrime, this course explains how a cybercriminal researches their targets and exploits their vulnerabilities, and provides strategies to mitigate the prevalence of these crimes.

If you're interested in all things crime and technology, then Cyber & Fraud Threats in Organisations is the class for you.

**Academic:** Graeme Edwards

**Semesters offered:** September

**Study areas:** Actuarial Science and Data Analytics, Business, Commerce, Entrepreneurship, Law, Psychology, Criminology, and Social Sciences

*Find out more*



## Surf Industry Studies

With the advent of the Brisbane 2032 Summer Olympics on the horizon, there's never been a better time to immerse yourself in the global sports hub that is South-East Queensland. Here on the Gold Coast, we are renowned for sunny weather, pristine beaches, and world-class surfing culture. If your interest piqued at any of these mentions, then Surf Industry Studies is the perfect subject for you. This sport management subject offers you the chance to learn about the history and culture of surfing, and how this has evolved into a multi-billion-dollar global industry. Better yet, this subject includes a field trip where you will learn to surf at one of the Gold Coast's most iconic surfing locations.

Sound pretty unique? Learn more about Surf Industry Studies at Bond and our university's partnership with the World Surf League.

**Academic:** Daniel O'Brien

**Semesters offered:** January

**Study areas:** Business, Commerce and Entrepreneurship

*Find out more*







Surf Industry Studies learn to surf lesson.



Bond University eSport Hub.





## The Business of eSports

eSports is quickly becoming one of the most lucrative industries in the world. With a state-of-the-art eSports facility boasting competitive video gaming equipment, Bond University has harnessed the potential of this industry by providing an all-new subject called The Business of eSports.

This course covers everything from the management of esports, talent identification, athlete pathways, media sponsorship and gambling in the eSports industry. It is designed to enhance your understanding of the eSports industry, its structure and future opportunities, all while integrating real world case studies to enliven these concepts.

Learn more about eSports at Bond.

**Academic:** Stephen O'Grady

**Semesters offered:** September

**Study areas:** Business, Commerce, Entrepreneurship, Communication, Film and Creative Media

*Find out more*



## Wine Studies

In this class, you'll learn everything from the history and evolution of the Australian wine industry, to the winemaking process for premium wine production. Of course, this class would not be complete without the chance to go professional wine tasting, where you'll evaluate a broad range of grape varieties and put your knowledge to the test.

Ready to discover everything there is to know about wine in Australia? Learn more about this unique subject now.

**Academic:** David Stevens-Castro

**Semesters offered:** January, September

**Study areas:** Business, Commerce and Entrepreneurship

*Find out more*












# All Study Abroad Subject Offerings

## January Semester<sup>^</sup>

 Industry Professional
  Field trip
  Industry seminars

ACTUARIAL SCIENCE	
ACSC12-201	Financial Mathematics*
ACSC13-305	Actuarial and Financial Models
ENTREPRENEURSHIP	
ENFB13-304	New Venture Planning
MGMT13-321	Negotiation
HOTEL AND TOURISM MANAGEMENT	
BUSN12-201	Event Management
HRTM12-214	Adventure Tourism 
HRTM12-220	Sustainable Tourism and Indigenous Culture
HRTM11-100	Wine Studies
MANAGEMENT	
MGMT13-320	Ethical and Responsible Leadership  
MGMT13-305	Human Resource Management
ECONOMICS	
ECON12-202	Macroeconomics*
ECON12-200	Linear Models and Applied Econometrics*
ECON13-303	International Trade*
FINANCE	
STAT11-111	Business Statistics
FINC11-101	Fundamentals of Finance*
FINC12-202	Personal Finance
INTERNATIONAL BUSINESS	
MGMT13-324	Cross Cultural Management
MGMT12-201	International Business
MKTG13-301	International Marketing*
MARKETING	
MKTG12-205	Consumer Experiences and Behaviours*
MKTG13-301	International Marketing*
MKTG13-312	Digital Marketing for Customer Engagement*
SPORT MANAGEMENT	
SPMT11-115	Sport Organisation, Governance and Policy 
SPMT13-125	Managing High Performance Sport  
SPMT12-121	Sport Development 
SPMT11-127	Surf Industry Studies

## September Semester<sup>^</sup>

 Industry Professional
  Field trip
  Industry seminars

BUSINESS	
DTSC71-110	Cyber and Fraud Threats in Organisations
ECONOMICS	
ECON12-202	update to Macroeconomics*
ECON12-200	Linear Models and Applied Econometrics*
ECON13-300	Advanced Econometrics
HOTEL AND TOURISM MANAGEMENT	
HRTM12-214	Adventure Tourism
HRTM11-100	Wine Studies
MANAGEMENT	
MGMT13-305	Human Resource Management
FINANCE	
STAT11-111	Business Statistics
FINC11-101	Fundamentals of Finance*
FINC12-202	Personal Finance
INTERNATIONAL BUSINESS	
MGMT12-201	International Business
MKTG13-301	International Marketing*
MGMT13-328	Strategic Management
MARKETING	
MKTG13-320	Strategic Marketing
MKTG13-301	International Marketing*
SPORT MANAGEMENT	
SPMT12-124	International Sport Business
PUBR13-314	Sport Public Relations
SPMT12-103	Sport Communication
SPMT11-126	The Business of eSports



The Bond Business School is accredited by the European Foundation for Management Development's Quality Improvement System (EQUIS) and The Association to Advance Collegiate Schools of Business (AACSB), placing Bond University in the top 2% of business schools worldwide.

\*You can enrol in these subjects if you are currently studying in a related field of study at your home university, and have the level of prior knowledge required. The above information is provided as a guide. Formal advice on availability and eligibility of subjects is provided upon receipt of your application.

<sup>^</sup>Subjects are subject to change and are indicative only. Please contact your Study Abroad representative to confirm current subject packages.







## Study Abroad and Exchange Office

Bond International

Gold Coast Queensland 4229

Australia

Phone: +61 7 5595 1024

Email: [studyabroad@bond.edu.au](mailto:studyabroad@bond.edu.au)

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[bond.edu.au](http://bond.edu.au)



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