

Bond Business School STRUCTURES				
SPECIALISATIONS in the BOND BUSINESS SCHOOL				
		Data Analytics Specialisation	SRC-467	Major, minor and specialisation study areas
		Finance Specialisation	SRC-470	
		Marketing Specialisation	SRC-471	
		International Business Specialisation	SRC-472	
		Tourism & Hotel Management Specialisation	SRC-479	
		Health Management Specialisation	SRC-451	
SRC-467	40 CP	Data Analytics Specialisation		
<p>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.</p>				
Students must complete the following ten-credit point (10CP) subject.				
Semester	Code	Title	Assumed Knowledge	Requisite
J/S	DTSC71-200	Data Science		
Students must choose thirty credit points (30CP) of subjects from the Data Analytic options.				
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	
J/M	DTSC71-301	Deep Learning Through Neural Networks	STAT71-112	DTSC71-200
M/S	DTSC71-302	Statistical Learning and Regression Models	DTSC71-200 ECON71-200	
S	DTSC71-306	Advanced Machine Learning	DTSC71-100 DTSC71-200	
	DTSC71-307	Advanced Statistical Learning Models		DTSC71-302
J/M/S	ECON71-200	Linear Models and Applied Econometrics		
S	ECON71-300	Advanced Econometrics		ECON71-200
SRC-470	40 CP	Finance Specialisation		
<p>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.</p>				
Students must complete the following twenty credit points (20CP) of subjects:				
J/S	FINC71-301	Advanced Corporate Finance	FINC11-101 FINC12-200 FINC71-101	
J/S	FINC71-307	International Finance	FINC11-101 FINC71-101	
Students must choose twenty credit points (20CP) from the following Finance option:				
J/S	FINC71-202	Personal Finance		
J/M/S	FINC71-201	Financial Applications and Analysis	FINC11-101 FINC71-101	
J/M	FINC71-303	Portfolio Analysis and Investments	FINC11-101 FINC71-101 STAT11-112 STAT71-112	
M/S	FINC71-304	Financial Institutions and Risk Management	FINC11-101 FINC71-101	
M	FINC71-305	Financial Derivatives	FINC71-101 FINC71-303 FINC71-600	
SRC-512	40 CP	Health Management Specialisation		
<p>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.</p>				
Students must choose forty credit points (40CP) from the following Health Management opti				
J	HPER71-110	Evidence Based Practice and Policy		
S	HPER71-111	Health Systems: Australia and International		
J/M	HPER71-112	Knowledge Translation in Healthcare		
	HPER71-114	Educating the Health Workforce		
	HPER71-116	Planetary Health		
	HPER71-117	Sustainable Healthcare		

Semester	Code	Title	Assumed Knowledge	Requisite
SRC-472 40 CP International Business Specialisation				
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.				
Students must complete the following ten credit points (10CP) of subjects:				
J/M/S	MGMT71-201	International Business		
Students must choose thirty credit points (30CP) from the following International Business Option:				
J/M	ECON71-303	International Trade	ECON71-100 ECON71-600	
J/S	FINC71-307	International Finance	FINC11-101 FINC71-101	
S	MGMT71-301	International Human Resource Management		
J/S	MKTG71-301	International Marketing	MKTG71-100	
SRC-471 40 CP Marketing Specialisation				
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				
Students must complete forty credit points (40CP) from the following Marketing option:				
J/S	MKTG71-100	Marketing Fundamentals		
J/M	MKTG71-205	Consumer Experiences and Behaviours	MKTG71-100	
J/M	MKTG71-302	Integrated Marketing Communications	MKTG71-100	
M/S	MKTG71-303	Market Research	MKTG71-100 MKTG71-600	
J	MKTG71-312	Digital Marketing for Customer Engagement	MKTG71-100 MKTG71-600	
S	MKTG71-314	Social Media Marketing	MKTG71-312	
SRC-479 40 CP Tourism & Hotel Management Specialisation				
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.				
Students must complete the following thirty credit points (30CP) of subjects:				
M	HRTM71-205	Revenue Management	ACCT71-100 MKTG71-100 MKTG71-104 MKTG71-600	
M	HRTM71-206	Tourism Analysis and Evaluation		
M	HRTM71-212	Workplace Health and Safety		
Students must choose ten credit points (10CP) from the following Tourism and Hotel Management Option:				
J	HRTM71-201	International Food and Beverage Management		
M	HRTM71-203	Accommodation Management		
J/S	HRTM71-214	Adventure Tourism		
J	HRTM71-220	Sustainable Tourism and Indigenous Cultures		