

# BACHELOR OF BUSINESS



THE FOLLOWING SEQUENCE OF SUBJECTS SHOULD BE TAKEN AS A GUIDE, PLEASE ALWAYS REFER TO YOUR PROGRAM ADVISOR

2014 SEQUENCE OF SUBJECTS FOR STUDENTS COMMENCING IN JANUARY	
<b>1<sup>ST</sup> SEMESTER JAN</b>  Early Enrolment Opens Week 10-12 for May 2014 semester	<ul style="list-style-type: none"> <li>• <a href="#">CORE11-100 Communication Skills</a> OR <a href="#">CORE11-101 Public Speaking</a></li> <li>• <a href="#">CORE11-114 Knowledge &amp; Society</a> OR (students with non IT background) <a href="#">CORE11-111 Business Applications of IT</a> OR <a href="#">CORE11-112 Reasoning Skills</a></li> <li>• <a href="#">ACCT11-100 Introduction to Accounting</a></li> <li>• <a href="#">MKTG11-100 Marketing</a></li> </ul>
<b>2<sup>ND</sup> SEMESTER MAY</b>  Early Enrolment Opens Week 10-12 for Sep 2014 semester	<ul style="list-style-type: none"> <li>• <a href="#">CORE11-130 Strategic Management</a> OR <a href="#">CORE11-131 Entrepreneurship</a></li> <li>• <a href="#">CORE11-120 Cultural and Ethical Values</a> OR <a href="#">CORE11-121 Contemporary Issues in Law and Society</a></li> <li>• <a href="#">MGMT11-101 Organisational Behaviour</a></li> <li>• <a href="#">ECON11-100 Principles of Economics</a></li> </ul>
<b>3<sup>RD</sup> SEMESTER SEP*</b>  Early Enrolment Opens Week 10-12 for Jan 2015 semester	<ul style="list-style-type: none"> <li>• <a href="#">LAWS10-100 Business Law</a></li> <li>• <a href="#">STAT11-111 Business Statistics</a></li> <li>• <a href="#">INFT11-120 Digital Transformation of Business</a></li> <li>• Select 1 x <a href="#">Advanced subject</a> - Please discuss with Program Adviser</li> </ul> <p>*Make an appointment to see your Program Advisor (from Week 6-8 of semester) to plan remaining semesters.</p>
<b>4<sup>TH</sup> SEMESTER JAN</b>  Early Enrolment Opens Week 10-12 for May 2015 semester	<p><b><u>Combination of (4 subjects):</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Advanced Subjects</a></li> <li>• <a href="#">Major Subjects</a></li> <li>• <a href="#">Elective or Minor Subjects</a></li> </ul>
<b>5<sup>TH</sup> SEMESTER MAY</b>  Early Enrolment Opens Week 10-12 for Sep 2015	<p><b><u>Combination of (4 subjects):</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Advanced Subjects</a></li> <li>• <a href="#">Major Subjects</a></li> <li>• <a href="#">Elective or Minor Subjects</a></li> </ul>
<b>6<sup>TH</sup> SEMESTER SEP</b>  Early Enrolment Opens Week 10-12	<ul style="list-style-type: none"> <li>• <a href="#">ENFB13-304 Business Plan Development</a></li> </ul> <p><b><u>Plus Combination of (3 subjects):</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Advanced Subjects</a></li> <li>• <a href="#">Major Subjects</a></li> <li>• <a href="#">Elective or Minor Subjects</a></li> </ul>

\*\*Please see your Program Advisor during your 3<sup>rd</sup> Semester to plan remaining subjects and select Majors & Minors/General Electives.

IMPORTANT NOTICE: If you are awarded Advanced Standing OR undertaking a combined degree it cannot be guaranteed of any timetable clashes!



# BACHELOR OF BUSINESS



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2014 SEQUENCE OF SUBJECTS FOR STUDENTS COMMENCING IN MAY	
<b>1<sup>ST</sup> SEMESTER MAY</b> Early Enrolment Opens Week 10-12	<ul style="list-style-type: none"> <li>• CORE11-001 - Critical Thinking and Communication</li> <li>• ACCT11-100 - Introduction to Accounting</li> <li>• MKTG11-100 - Marketing</li> <li>• STAT11-111 - Business Statistics</li> <li>• Beyond Bond: Professional Development &amp; Community Engagement*</li> </ul>
<b>2<sup>ND</sup> SEMESTER SEP</b> Early Enrolment Opens Week 10-12	<ul style="list-style-type: none"> <li>• CORE11-002 - Leadership and Team Dynamics</li> <li>• ECON11-100 - Principles of Economics</li> <li>• LAWS10-100 - Business Law</li> <li>• MGMT11-101 - Organisational Behaviour</li> </ul>
<b>3<sup>RD</sup> SEMESTER JAN</b> Early Enrolment Opens Week 10-12	<ul style="list-style-type: none"> <li>• CORE11-003 - Ethical Thought and Action</li> <li>• ACCT12-200 - Cost Management Systems</li> <li>• Advanced Subjects</li> <li>• Advanced Subjects</li> </ul>
<b>4<sup>TH</sup> SEMESTER MAY</b> Early Enrolment Opens Week 10-12	<ul style="list-style-type: none"> <li>• Combination of:</li> <li>• Advanced Subjects</li> <li>• Major Subjects</li> <li>• Elective or Minor subjects</li> </ul>
<b>5<sup>TH</sup> SEMESTER SEP</b> Early Enrolment Opens Week 10-12	<ul style="list-style-type: none"> <li>• Combination of:</li> <li>• Advanced Subjects</li> <li>• Major Subjects</li> <li>• Elective or Minor subjects</li> </ul>
<b>6<sup>TH</sup> SEMESTER JAN</b> Early Enrolment Opens Week 10-12	<ul style="list-style-type: none"> <li>• ENFB13-304 - Business Plan Development</li> <li>• Plus Combination of:</li> <li>• Major Subjects</li> <li>• Elective or Minor subjects</li> </ul>

\* Students will complete Beyond Bond during their degree. This subject is worth 0 Credit Points.

\*\*Please see your Program Advisor during your 3rd Semester to plan remaining subjects and select Majors & General Electives etc.

IMPORTANT NOTICE: If you are awarded Advanced Standing OR undertaking a combined degree it cannot be guaranteed of any timetable clashes!

Any changes **MUST BE APPROVED** by the Academic Advisor:

Visit: Student Business Centre – Student Court

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

or Phone: +617 5595 4049



Program Code	Total Subjects	Intakes	Duration	Program Structure									
BN-10014, Version 3	24	January, May, September	2 years full-time	3 Core University Subjects 7 Foundation Subjects 4 Advanced Subjects 5 Major Subjects 3 Faculty Electives 2 General Electives									
Core University Subjects (3)			143	151	152	153	161	162	163	171	172		
CORE11-001	<a href="#">Critical Thinking &amp; Communication</a> (1 <sup>st</sup> semester)		✓	✓	✓	✓	✓	✓	✓	✓	✓		
CORE11-002	<a href="#">Leadership and Team Dynamics</a> (2 <sup>nd</sup> semester)		✓	✓	✓	✓	✓	✓	✓	✓	✓		
CORE11-003	<a href="#">Ethical Thought &amp; Action</a> (3 <sup>rd</sup> semester)		✓	✓	✓	✓	✓	✓	✓	✓	✓		
Beyond Bond: Professional Development & Community Engagement*													
Foundation Subjects (7)			Pre-Req/Co-Req	143	151	152	153	161	162	163	171	172	
ACCT11-100	<a href="#">Introduction to Accounting</a>			✓	✓	✓	✓	✓	✓	✓	✓	✓	
MKTG11-100	<a href="#">Marketing</a>			✓	✓	✓	✓	✓	✓	✓	✓	✓	
STAT11-111	<a href="#">Business Statistics</a>			✓	✓	✓	✓	✓	✓	✓	✓	✓	
ECON11-100	<a href="#">Principles of Economics</a>			✓	✓	✓	✓	✓	✓	✓	✓	✓	
LAWS10-100	<a href="#">Business Law</a>			✓	✓	✓	✓	✓	✓	✓	✓	✓	
MGMT11-101	<a href="#">Organisational Behaviour*</a>			✓	✓								
INFT11-120	<a href="#">Digital Transformation of Business</a>			✓	✓		✓	✓		✓	✓		
*Substitute subject to be advised													
Advanced Subjects (4) (should be taken in the last 2 semesters only)			Pre-Req/Co-Req	143	151	152	153	161	162	163	171	172	
One compulsory subject													
ENFB13-304	<a href="#">Business Plan Development</a>		120cps completed	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Three (3) of the following subjects:													
ACCT12-200	<a href="#">Cost Management Systems</a>		ACCT11-100	✓	✓	✓	✓	✓	✓	✓	✓	✓	
MGMT13-305	<a href="#">Human Resource Management</a>		MGMT11-101 OR CORE11-002	✓	✓		✓	✓		✓	✓		
FINC12-200	<a href="#">Fundamentals of Finance</a>		ACCT11-100 & ECON11-100	✓	✓	✓	✓	✓	✓	✓	✓	✓	
MKTG13-303	<a href="#">Market Research and Analysis</a>		MKTG11-100	✓		✓	✓		✓	✓		✓	
IBUS12-250	<a href="#">Introduction to International Business</a>			✓	✓	✓	✓	✓	✓	✓	✓	✓	
INFT13-308	<a href="#">Operations and Supply Chain Management</a>		INFT11-120			✓			✓			✓	
Elective Subjects (5)				143	151	152	153	161	162	163	171	172	
Students must choose at least three (3) faculty electives (from the Business list of undergraduate subjects) and two (2) general electives (from across the University). You are also encouraged to complete a minor (four subjects) to diversify your skills and enhance your employability. The elective subjects are used to construct the minor.													

List of majors follows

Majors (5 subjects)			Pre-Req/Co-Req	143	151	152	153	161	162	163	171	172
<b>Digital Business</b>												
Five (5) of the following subjects												
INFT12-216	<a href="#">Systems Thinking</a>	Nil			✓				✓			✓
INFT12-221	<a href="#">E-Business</a>	INFT11-120	✓	✓		✓	✓			✓	✓	
INFT12-223	<a href="#">Business Analytics and Big Data</a>	INFT11-120	✓			✓				✓		
INFT13-321	<a href="#">Business Systems and Processes</a>	INFT12-221		✓			✓				✓	
INFT13-324	<a href="#">Systems Design</a>	INFT11-120			✓				✓			✓
INFT13-361	<a href="#">Financial Trading Systems</a>	Nil	✓			✓				✓		
INFT13-365	<a href="#">Cyber Security</a>	Nil			✓				✓			✓
PLUS students selecting this major must complete INFT13-308 Operations and Supply Chain Management from the Advanced Subject list												
<b>Entrepreneurship</b>												
ENFB13-300	<a href="#">Entrepreneurial Growth</a>	Nil	✓	✓		✓	✓			✓	✓	
ENFB13-302	<a href="#">Managing Innovation</a>	Nil			✓				✓			✓
ENFB13-305	<a href="#">Venture Capital and Private Equity</a>	Nil	✓			✓				✓		
ENFB13-301	<a href="#">Understanding Family Enterprise</a>	Nil	✓			✓				✓		
MGMT13-321	<a href="#">Negotiation</a>	CORE11-002 & MGMT11-101	✓	✓		✓	✓			✓	✓	
<b>International Business</b>												
One (1) compulsory subject												
IBUS13-354	<a href="#">Cross Cultural Management</a>	MGMT11-101, co-req pref IBUS12-250	✓	✓		✓	✓			✓	✓	
Four (4) of the following subjects:												
FINC13-307	<a href="#">International Finance</a>	FINC12-200	✓	✓		✓	✓			✓	✓	
IBUS11-314	<a href="#">China Study Tour</a>	Additional costs above subject fees										
IBUS13-313	<a href="#">Europe Study Tour</a>											
IBUS13-351	<a href="#">International Trade</a>	ECON11-100		✓	✓		✓	✓			✓	✓
IBUS13-353	<a href="#">International Marketing</a>	MKTG11-100	✓	✓		✓	✓			✓	✓	
IBUS13-356	<a href="#">Global Business Strategy</a>	IBUS12-250	✓	✓		✓	✓			✓	✓	
INTR11-100	<a href="#">Introduction to International Relations</a>	Nil	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LAWS10-105	<a href="#">Introduction to Cross-Border Business Law</a>	LAWS10-100		✓			✓				✓	
PLUS students selecting this major must complete IBUS12-250 Introduction to International Business from the Advanced Subject list												
<b>Management</b>												
One (1) compulsory subject												
MGMT13-307	<a href="#">Concepts of Strategy</a>	Nil	✓		✓	✓			✓	✓		✓
Four (4) of the following subjects:												
IBUS13-354	<a href="#">Cross Cultural Management</a>	MGMT11-101, co-req pref IBUS12-250	✓	✓		✓	✓			✓	✓	
MGMT11-201	<a href="#">Business Ethics and Corporate Social Responsibility</a>	Nil			✓				✓			✓
MGMT13-311	<a href="#">Change Management</a>	CORE11-002 & MGMT11-101	✓		✓	✓			✓	✓		✓
MGMT13-320	<a href="#">Leadership</a>	MGMT11-101		✓	✓		✓	✓			✓	✓
MGMT13-321	<a href="#">Negotiation</a>	CORE11-002 & MGMT11-101	✓	✓		✓	✓			✓	✓	
MGMT13-600	<a href="#">Special Topic in Management</a>	Faculty approval & Academic avail.										
SSUD12-103	<a href="#">Managing Projects</a>	Nil	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
INFT13-308	<a href="#">Operations and Supply Chain Management</a> if not taken as Adv Bus subject	INFT11-120			✓				✓			✓
BUSN13-700	<a href="#">Business Internship</a>	CDC/Faculty approval & 2.0 GPA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PLUS students selecting this major must complete MGMT13-305 Human Resource Management from the Advanced Subject list												

More majors follow

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Marketing			143	151	152	153	161	162	163	171	172
One (1) compulsory subject											
MKTG12-301	<a href="#">Consumer and Buyer Behaviour</a>	MKTG11-100		✓	✓		✓	✓		✓	✓
MKTG13-320	<a href="#">Strategic Marketing</a> (Capstone)	MKTG11-100 & MKTG13-303	✓		✓	✓		✓	✓		✓
Four (4) of the following subjects:											
IBUS13-353	<a href="#">International Marketing</a>	MKTG11-100	✓	✓		✓	✓		✓	✓	
Any undergraduate Marketing (MKTG13-XXX) subject											
MKTG13-302	<a href="#">Promotional Design &amp; Planning</a>	MKTG11-100		✓	✓		✓	✓		✓	✓
MKTG13-305	<a href="#">Brand &amp; Category Management</a>	MKTG11-100	✓			✓			✓		
MKTG13-306	<a href="#">Services Marketing</a>	MKTG11-100		✓			✓			✓	
MKTG13-310	<a href="#">Selling &amp; Sales Management</a>	MKTG11-100	✓			✓			✓		
MKTG13-312	<a href="#">Internet Marketing</a>	MKTG11-100		✓	✓		✓	✓		✓	✓
MKTG13-319	<a href="#">Digital &amp; Direct Marketing</a>	MKTG11-100	✓			✓			✓		
MKTG13-600	<a href="#">Special Topic in Marketing</a>	Faculty approval & Academic avail.									
PLUS students selecting this major must complete MKTG13-303 Market Research and Analysis from the Advanced Subject list											
Marketing Communication											
Two (2) compulsory subjects:											
ADVT11-100	<a href="#">Advertising Principles and Practice</a> OR	Nil	✓	✓	✓	✓	✓	✓	✓	✓	✓
PUBR11-100	<a href="#">Public Relations Principles and Practice</a>	COMN11-101	✓	✓	✓	✓	✓	✓	✓	✓	✓
COMN11-101	<a href="#">Human Communication</a>	Nil	✓	✓	✓	✓	✓	✓	✓	✓	✓
Three (3) of the following subjects:											
ADVT12-200	<a href="#">Direct Response and Writing for Advertising</a>	Nil			✓			✓			✓
ADVT12-241	<a href="#">Advertising Communications and Channel Planning</a>	ADVT11-100		✓			✓			✓	
ADVT13-101	<a href="#">Advertising, Brand Image and Cultural Space</a>	Nil	✓			✓			✓		
MKTG13-302	<a href="#">Promotional Design and Planning</a>	MKTG11-100		✓	✓		✓	✓		✓	✓
PUBR12-235	<a href="#">Media Relations</a>	PUBR11-100	✓			✓			✓		
PUBR12-250	<a href="#">Public Relations Writing</a>	PUBR11-100		✓			✓			✓	
PUBR13-312	<a href="#">Public Relations Campaigns and Strategies</a>	PUBR11-100		✓			✓			✓	
PLUS students selecting this major must complete MKTG13-303 Market Research and Analysis from the Advanced Subject list											

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Commencing **SEPTEMBER 2014** – **ALL MAJORS**

<b>September</b> (semester 1)	<b>January</b> (semester 2)	<b>May</b> (semester 3)
CORE11-001 Critical Thinking & Communication	CORE11-002 Leadership and Team Dynamics	CORE11-003 Ethical Thought & Action
ACCT11-100 Introduction to Accounting	ECON11-100 Principles of Economics	MGMT11-101 Organisational Behaviour *or other Faculty approved alternative (to be advised)
MKTG11-100 Marketing	INFT11-120 Digital Transformation of Business	Adv Bus Subject 1
STAT11-111 Business Statistics	LAWS10-100 Business Law	Major 1
<b>September</b> (semester 4)	<b>January</b> (semester 5)	<b>May</b> (semester 6)
Adv Bus Subject 2	Adv Bus Subject 3	ENFB13-304 Business Plan Development
Major 2	Major 4	Elective 3/Minor 3
Major 3	Major 5	Elective 4/Minor 4
Elective 1/Minor 1	Elective 2 /Minor 2	Elective 5

Select your Advanced Business, Major and Minor/Electives noting some subjects are offered only once or twice a year – this is to ensure you complete the required number of subjects in each structure. Any issues with planning your subjects, adding minors or enrolment issues can be submitted to [academicadvisor@bond.edu.au](mailto:academicadvisor@bond.edu.au) at the Student Business Centre.