

Bond Business School STRUCTURES
SPECIALISATIONS in the BOND BUSINESS SCHOOL

SRC-467	Big Data Specialisation	Major, minor and specialisation study areas
SRC-470	Finance Specialisation	
SRC-471	Marketing Specialisation	
SRC-472	International Business Specialisation	
SRC-479	Tourism & Hotel Management Specialisation	
SRC-512	Health Management Specialisation	

SRC-467 40 CP Big Data Specialisation

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.

You must complete the following two subjects:

Semester	Code	Title	Assumed Knowledge	Requisite
J/S	DTSC71-200	Data Science		
M	DTSC71-301	Machine Learning in Business	DTSC71-200 & Further requisites in subject outline	

Plus two subjects from the following options:

M/S	DTSC71-302	Statistical Learning and Regression Models	ECON71-200 & DTSC71-200 & Further requisites in subject outline	
M	DTSC71-305	Financial Trading Systems	DTSC71-200 & Further requisites in subject outline	
J/M/S	ECON71-200	Econometrics		
S	ECON71-300	Advanced Econometrics		ECON71-200
J/M/S	STAT71-112	Quantitative Methods		

SRC-470 40 CP Finance Specialisation

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.

You must complete the following two subjects:

J/S	FINC71-601	Corporate Finance	FINC71-600	
J/S	FINC71-607	International Financial Management	FINC71-600	

Plus two subjects from the following options:

M	FINC71-302	Finance Applications and Analysis	FINC12-200 or FINC71-600	
S	FINC71-305	Derivative Products	FINC71-600	
J/S	FINC71-318	Personal Investment		
J/M	FINC71-603	Investments	FINC71-600	
M	FINC71-604	Capital Markets	FINC71-600	
S	FINC71-614	Mergers and Acquisitions	FINC71-600	

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

You must complete four subjects from the following options:

J	MKTG71-312	Internet and Social Media Marketing	MKTG71-104 or MKTG71-600	
M/S	MKTG71-600	Marketing Fundamentals		
S	MKTG71-601	Customer Analysis	MKTG71-104 or MKTG71-600	
M	MKTG71-602	Market Research	MKTG71-104 or MKTG71-600	
J	MKTG71-604	Communication Strategies	MKTG71-104 or MKTG71-600	

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.				
You must complete four subjects from the following options:				
J/M	ECON71-303	International Trade	ECON71-600	
J/S	FINC71-607	International Financial Management	FINC71-600	
	IBUS71-602	Global Business		
S	IBUS71-610	Doing Business Globally		
M/S	MGMT71-301	International Human Resource Management		
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.				
You must complete the following three subjects:				
M	HRTM71-205	Strategic Pricing and Revenue Management	MKTG71-104 or MKTG71-600 & ACCT71-600	
M	HRTM71-206	Tourism Analysis and Evaluation		
M	HRTM71-212	WHS Risk Management		
Plus one subjects from the following options:				
J/S	HRTM71-214	Adventure Tourism		
J	HRTM71-220	Sustainable Tourism and Indigenous Cultures		
SRC-512 40 CP Health Management Specialisation (Available from September semester 2021)				
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.				
You must complete the following two subjects:				
M	DTSC71-104	Health Analytics and Data Management		
M	MGMT71-107	Leadership and Technology Innovation in Health Management		
Plus two subjects from the following options:				
J/S	HPER71-110	Evidence Based Practice and Policy		
J/S	HPER71-111	Health Systems: Australia and International		
J/M	HPER71-112	Knowledge Translation and Quality in Healthcare	HPER71-110	
J/M	HPER71-114	Educating the Health Workforce in the 21st Century		
M	HPER71-116	Planetary Health		
S	HPER71-117	Sustainable Healthcare		