

Bond Business School STRUCTURES				
	MAJORS in the BOND BUSINES	S SCHOOL		
ACCT	ACCOUNTING MAJOR	COMMERCE		
ACSC	ACTUARIAL SCIENCE MAJOR	COMMERCE	Not available to 3 Year Programs	
DTSC	DATA ANALYTICS MAJOR	COMMERCE	Not available to 3 Year Programs	
ECON	ECONOMICS MAJOR	COMMERCE	Not available to 3 Year Programs	
FINC	FINANCE MAJOR	COMMERCE		
ENTI	ENTREPRENEURSHIP AND INNOVATION MAJOR	BUSINESS	Not available to 3 Year Programs	
IBUS	INTERNATIONAL BUSINESS MAJOR	BUSINESS		
MGMT	MANAGEMENT MAJOR	BUSINESS		
МКСМ	MARKETING COMMUNICATION MAJOR	BUSINESS		
MKTG	MARKETING MAJOR	BUSINESS		
тоим	TOURISM MANAGEMENT MAJOR	BUSINESS	Not available to 3 Year Programs	
ACCT 60CP	ACCOUNTING MAJOR			

A major in accounting from Bond University will give you entry into a respected and enduring global profession and substantial options when choosing a career. Forget about being labelled as a "number cruncher", an accountant plays an influential role in the achievement of an entity's entire range of objectives – not just the financial ones. Accountants are needed in government, NGOs, charities, universities, businesses of all structures and sizes, and more. The range and content of our subjects in our accounting major will give you the knowledge and skills from which you can set your sights on a role as a financial accountant, management accountant, auditor, tax specialist, business consultant, business analyst, treasurer, finance manager, or if none of these appeal to you, a very savvy business owner or entrepreneur. With a wide range of authentic assessment that reflect actual practice, this major will take you places.

Semester	Code	Title	Assumed Knowledge Requisite				
You must com	ou must complete the following six subjects:						
J/M	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100, LAWS10-100 or LAWS11-105 or LAWS11-110				
M/S	ACCT12-203	Taxation Practice for Accountants	ACCT11-100, LAWS10-100 or LAWS11-105 or LAWS11-110				
J/M/S	ACCT12-211	Accounting Information Systems	ACCT11-100				
M/S	ACCT13-303	Advanced Financial Accounting & Reporting	ACCT12-202				
J/S	ACCT13-305	Auditing	ACCT12-202				
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102, ACCT12-202, ACCT12-211				
ACSC	60CP	ACTUARIAL SCIENCE MAJOR					

Actuaries evaluate risk and opportunity – applying mathematical, statistical, economic and financial analyses to a wide range of business problems. The actuarial science major covers the range of technical skills included in the Foundations (Part I) program of the actuarial accreditation syllabus. These topics range from basic finance and accounting to economic theory and mathematical and statistical modelling.

You must complete the following five subjects: M/S ACSC12-200 Mathematical Statistics STAT11-112 **Financial Mathematics** ACSC12-201 STAT11-112 1 м ACSC13-301 Contingencies ACSC12-201 Actuarial and Financial Models J/S ACSC13-305 ACSC12-200 CONCUR, ACSC12-201 Stochastic Processes J/S ACSC13-306 ACSC12-200 Survival Analysis J/M/S ACSC13-307 ACSC12-200

60CP

DTSC



# DATA ANALYTICS MAJOR

The Big Data major provides a strong survey into the concepts and applications of modern machine learning and data analytics. It contains units in analysis coding as well as advanced non-parametric statistical modelling and pattern recognition algorithms. In addition, focus is placed on ensuring students see the relevant application of these techniques to real industry data.

ECON	60CP	ECONOMICS MAJOR		
S	DTSC13-304	Applied Data Analytics Project		DTSC13-301, DTSC13-302
J/S	DTSC13-303	Data Analytics Case Studies		DTSC13-301, DTSC13-302
Plus one subjec	t from the following optio	ns:		
S	ECON13-300	Advanced Econometrics	ECON12-200	
J/S	DTSC13-300	Infrastructure for Data Analytics	STAT11-112	
J/S	DTSC11-100	Business Analytics Coding		
J/M/S	ACSC13-307	Survival Analysis		ACSC12-200
Plus two subjec	ts from the following opti	ons:		
M/S	DTSC13-302	Statistical Learning and Regression Models	ECON12-200, DTSC12-200	
М	DTSC13-301	Applied Machine Learning	STAT11-112	DTSC12-200
J/S	DTSC12-200	Data Science		
You must complete the following three subjects:				

Economics is a social science that uses the scientific method of enquiry in its approach to understand how societies, governments, businesses, households, and individuals allocate their scarce resources. An undergraduate major in economics focuses on of clear-headed logic. It involves the use of mathematical and statistical tools whenever possible to assist in this analysis.learning how to understand the world in terms of trade-offs and incentives. An economics major assists in this analysis.learning how to understand the world in terms of trade-offs and incentives. An economics major assists in learning how to analyse data as well as the development

	,			
Semester	Code	Title	Assumed Knowledge	Requisite
You must com	plete the following four su	ıbjects:		
S	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
J/M/S	ECON12-202	Contemporary Macroeconomics Issues	ECON11-100	
J	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201, STAT11-112	
м	ECON13-302	Business Conditions Analysis	ECON12-202	
Plus two subje	cts from the following opt	ions:		
S	ECON13-300	Advanced Econometrics	ECON12-200	
J/M	ECON13-303	International Trade	ECON11-100	
S	ECON13-305	Money and Monetary Policy	ECON12-202	
FINC	60CP	FINANCE MAJOR		

The demand for financial expertise across all business functions is global, extensive, and persistent. The scope and depth of subjects studied in Bond University's finance major develop knowledge and skills that range from finance fundamentals and progress all the way to those competencies necessary for a merger and acquisition professional. Our finance major prepares you for an influential role as a corporate and personal finance authority. Career options are as varied as they are extensive and include financial advisor, business analyst, banker, fund manager, investment banker, stockbroker, and merger and acquisition specialist. The knowledge gained from our finance major will position you to have an interesting and rewarding career anywhere in the world.

You must complete the following four subjects:				
J/S	FINC13-301	Corporate Finance	FINC11-101	
J/M	FINC13-303	Portfolio Analysis and Investment Management	FINC11-101	
J/S	FINC13-307	International Finance	FINC11-101	
J/S	FINC13-308	Personal Finance		
Plus two subje	cts from the following opt	ions:		
L L	ACSC12-201	Financial Mathematics	STAT11-112	
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-200_CONCUR, ACSC12-201
M/S	DTSC13-305	Financial Trading Systems	DTSC12-200	
M/S	FINC13-304	Financial Markets and Institutions	FINC11-101	
S	FINC13-305	Options and Futures	FINC11-101, FINC13-303	



ENTI	60CP	ENTREPRENEURSHIP AND INNOVATION MAJ	OR	
innovation in pla	nning a business and develo	individuals with an eye towards their own start-up business, or who a oping a viable business model. Through experiential learning and sup ctive management practices and bring a business idea into fruition.		
You must com	plete the following thr	ee subjects:		
S	COLB12-120	Design: Process, Methods and Mindsets		
J/S	ENFB13-304	New Venture Planning		
М	ENFB13-305	Entrepreneurial Finance		
Plus three sub	jects from the followin	g options:		
M/S	IBUS12-251	Concepts of Strategy		
J/S	MGMT13-321	Negotiation	CORE11-002 or MGMT11-101	
M/S	MKTG13-303	Market Research and Analysis	MKTG11-100	
J/M	MKTG13-312	Internet and Social Media Marketing	MKTG11-100	
IBUS	60CP	INTERNATIONAL BUSINESS MAJOR		
You must com	plete the following fou	•		
You must com	plete the following fou	r subjects:		
J/M	ECON13-303	International Trade	ECON11-100	
J/S	FINC13-307	International Finance	FINC11-101	
S	IBUS11-310	Doing Business Globally	IBUS12-250	
J/M/S	IBUS12-250	International Business		
Plus two subje	ects from the following	options:		
M/S	IBUS12-251	Concepts of Strategy		
J/M	MGMT13-324	Cross Cultural Management	CORE11-002 or MGMT11-101	
J/S	MKTG13-301	International Marketing	MKTG11-100	
MGMT	60CP	MANAGEMENT MAJOR		
bility to identify	strategic problems and dev	body of knowledge, skills and strategies that are critical to long-term velop viable, value-add solutions for a range of organisational issues i		lanagement Major provides students with the
Semester	Code	Title	Assumed Knowledge	Requisite
	plete the following fou			
M/S	IBUS12-251	Concepts of Strategy		
J/S	MGMT13-305	Human Resource Management		
M/S	MGMT13-311	Managing Strategic Change	CORE11-002	
J/S	MGMT13-321	Negotiation	CORE11-002 or MGMT11-101	
	ects from the following			
S	MGMT11-201	Responsible and Sustainable Business		
1	MGMT13-320	Leadership		
J/M	MGMT13-324	Cross Cultural Management	CORE11-002 or MGMT11-101	
м	MGMT13-327	Operations and Supply Chain Management		

МКСМ



# 60CP MARKETING COMMUNICATION MAJOR

Digital and Direct Marketing

The field of marketing communications is in a state of constant change. By studying a Marketing Communications major, students will develop the practical skills, built on a foundation of theory, to meet the needs of this ever evolving industry. Students will acquire transferable and adaptable knowledge in strategic communication, public relations, advertising and/or digital communication. Via case study analysis, campaign creation and hands-on skill development, students will gain industry knowledge and expertise in a small-class environment. Developing ethical and innovative communication campaigns and tactics for real-world clients enables students to apply their skills helping them gain confidence in, and practice with, their new abilities. The course also focuses on developing creativity, critical thinking and presentation skills. Graduates will gain flexible and dynamic skills set, transferable across many diverse and exciting career paths.

introduction to communication           j/M/s         COMN11-101         Introduction to Communication           j/M/s         COMN11-101         Introduction to Advertising         MKTG11-300         Introduction to Advertising           j/M/s         ADVT11-100         Introduction to Advertising         J/M/s         PUBR1-100         Introduction to Advertising           j/M/s         ADVT12-201         Corporation of Advertising         J/M/s         PUBR1-100         Introduction to Advertising           s         ADVT12-201         Understanding and Popular Culture         PUBR1-100         Advertising, Branding and Popular Culture           s         PUBR12-250         Corporate Storytelling         PUBR1-100           s         PUBR12-250         Corporate Storytelling         PUBR1-230         PUBR1-230           students taking the Marketing Communicator major MUST Choose Advertising Principles and Practice (ADVT11-100)         PUBR1-230         PUBR1-230, Public Relations (PUBR12-230) or Public Relationa Relations (PUBR12-230) or Router and Relations (	i unsici ubic uci	oss many averse and exercit	ig career patits.	
J/W     MKT613-302     Promotional Design and Planning     MKT611-00       Huterate Choice:: You must also complete one of the following two subjects:     J/M/S     ADVT11-100     Introduction to Advertising       J/M/S     ADVT11-100     Introduction to Public Relations     Introduction to Public Relations       M     ADVT12-200     Copyrriting for Advertising     Introduction to Public Relations       M     ADVT12-201     Understanding Audiences and Media in Advertising     PUBR11-100       S     ADVT13-21     Understanding and Popular Culture       S     PUBR12-250     Corporate Storytelling     PUBR11-100       J     PUBR12-250     Corporate Storytelling     PUBR11-100       PUBR13-312     Public Relations Campaigns and Strategies     PUBR11-300       PUBR13-312     Public Relations Champaigns and Strategies     PUBR11-205       tudents taking the Marketing Communication major MUST Choose Advertising Principles and Practice (ADVT11-100)     Introductions Campaigns       tudents taking the Marketing Communicate taitons (PUBR12-235), Public Relations Writing (PUB12-235) or Public Relations Campaigns     Introductions Campaigns       MKTG     GOCP     Market Tinse Market research, analyse findings, and communicate these to management.       Intraduction to duduction to duduction the Relations Principles and Practice (PUBR11-205).     Introductions Campaigns       MKTG 13-302     Promotional Design an	You must con	nplete the following two	o subjects:	
J/M/S       ADVT11-100       Introduction to Advertising         J/M/S       ADVT11-100       Introduction to Advertising         J/M/S       PUBR11-100       Introduction to Advertising         J/M/S       PUBR11-100       Introduction to Advertising         J/M/S       PUBR12-200       Copywriting for Advertising         ADVT12-201       Understanding Audiences and Media in Advertising       ADVT12-241         S       ADVT13-101       Advertising, Branding and Popular Culture         S       PUBR12-235       Media Strategies       PUBR1-100         PUBR12-250       Corporate Storytelling       PUBR1-100         PUBR13-312       Public Relations Campaigns and Strategies       PUBR1-100         PUBR1-2550       Corporate Storytelling       PUBR1-2351         ktudents taking the Marketing Communication major MUST Choose Advertising Principles and Practice (ADVT11-100)       PUBR1-2351         ktudents taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235) or Public Relations Campaigns       Advertising Principles and Practice (PUBR12-235)         ktudents wanting to take either Media Relations (PUBR12-235), Public Relations Principles and Practice (PUBR13-121)       MKTG       SOCP         MKTG       SOCP       MARKETING MAJOR       MKTG11-100       MKTG11-100         J/M	J/M/S	COMN11-101	Introduction to Communication	
J/M/S     ADVT11-100     Introduction to Advertising       J/M/S     PUBR11-100     Introduction to Public Relations       Number Subjects from the following options:     Copywriting for Advertising       M     ADVT12-200     Copywriting for Advertising       ADVT12-201     Understanding Audiences and Media in Advertising       S     ADVT13-101     Advertising, Branding and Popular Culture       S     PUBR12-235     Media Strategies     PUBR11-100       J     PUBR12-250     Corporate Storytelling     PUBR11-100       PUBR13-312     Public Relations Campaigns and Strategies     PUBR11-100       vetudents taking the Marketing communication major MUST Choose Advertising Principles and Practice (ADVT11-100)     vetudents values wetwork to take either Media Relations (PUBR12-235), Public Relations (PUBR12-235), Futudents wetwork is to take either Media Relations Principles and Practice (PUBR11-100).       veto take either Media Relations Principles and Practice (PUBR11-100).       MKTG     60CP     MARKETING MAJOR       ht major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer dehaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.       Y/M     MKTG12-301     Consumer and Buyer Behaviour     MKTG11-100       M/M     MKTG12-301     Consumer and Buyer B	J/M	MKTG13-302	Promotional Design and Planning	MKTG11-100
J/M/S       PUBR11-00       Introduction to Public Relations         M       ADVT12-200       Copywriting for Advertising         ADVT12-241       Understanding Audiences and Media in Advertising         s       ADVT12-241       Understanding and Popular Culture         s       PUBR12-235       Media Strategies       PUBR11-100         j       PUBR12-250       Corporate Storytelling       PUBR13-100         j       PUBR13-312       Public Relations Campaigns and Strategies       PUBR11-100         pubRt2-250       Corporate Storytelling Principles and Practice (ADVT11-100)       PUBR13-312       Public Relations Campaigns and Strategies         students taking the Marketing communication major MUST Choose Advertising Principles and Practice (ADVT11-100)       PUBR13-312       Public Relations PUBR12-235), rundic Relations (PUBR12-235), rundic Relations (PUBR12-235), rundic Relations (PUBR12-235), rundic Relations (PUBR12-235), rundic Relations Principles and Practice (PUBR11-100).         MKTG       60CP       MARKETING MAJOR         NKTG13-312       MUST first complete Public Relations Principles and communicate these to management.         for unst complete the following four subject research, analyse findings, and communicate these to management.         for unst complete the following four subject research, analyse findings, and communicate these to management.         for unst consubject taking four subject research, analyse findi	Alternate Cho	bice: You must also com	plete one of the following two subjects:	
M       ADVT12-200       Copywriting for Advertising         ADVT12-241       Understanding Audiences and Media in Advertising         S       ADVT12-241       Understanding and Popular Culture         S       PUBR12-235       Media Strategies       PUBR11-100         J       PUBR12-235       Media Strategies       PUBR11-100         UBR13-312       Public Relations Campaigns and Strategies       PUBR11-100         Vetterts taking the Marketing communication major MUST Choose Advertising Principles and Practice (ADVT11-100)       vetterts taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).         tudents taking the Marketing communication sigor MUST Choose Advertising Principles and Practice (ADVT11-100)       vetterts taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).         tudents taking the Marketing communication sigor MUST Choose Advertising Principles and Practice (ADVT11-100).       vetterts taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).         tudents taking the Marketing communication sigor MUST Relations Principles and Practice (PUBR11-100).       vetterts taking either Advertising and Image and Cultural Space (ADVT13-101)         MKTG       60CP       MARKETING MAJOR       vetterting Communicate these to management.         International Market research, analyse findings, and communicate these to management.       vetterting for and Buave Be	J/M/S	ADVT11-100	Introduction to Advertising	
M       ADVT12-200       Copywriting for Advertising         ADVT12-241       Understanding Audiences and Media in Advertising         S       ADVT13-101       Advertising, Branding and Popular Culture         S       PUBR12-235       Media Strategies       PUBR11-100         J       PUBR12-250       Corporate Storytelling       PUBR11-100         PUBR13-312       Public Relations Campaigns and Strategies       PUBR11-100         PUBR13-312       Public Relations Campaigns and Strategies       PUBR12-235).         Ktudents taking the Marketing Communication major MUST Choose Advertising Principles and Practice (ADVT11-100)       PubR13-312         vefore taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).       reture and strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR12-235) or Public Relations Campaigns         Ind Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100).       MKT63         MKT63       GOCP       MARKETING MAJOR         his major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer enably to unust complete the following four subjects:         for unust complete the following four subjects       Version and Buyer Behaviour       MKT631-100         f/M	J/M/S	PUBR11-100	Introduction to Public Relations	
ADVT12-241 Understanding Audiences and Media in Advertising ADVT13-101 Advertising, Branding and Popular Culture ADVT13-101 Advertising, Branding and Popular Culture UBR13-312 NuBR12-235 Media Strategies PUBR11-100 PUBR13-312 PUblic Relations Campaigns and Strategies PUBR12-235. Fitted ents warting to take either Media Relations (PUBR12-235), Public Relations (PUBR12-235), PuBR13-312) PUBR13-312, PUBR12-323, Public Relations Writing (PUBR12-235) or Public Relations Campaigns and Strategies (PUBR13-312) MUST first complete Public Relations Writing (PUBR12-235) or Public Relations Campaigns and Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100). MKTG GOCP MARKETING MAJOR  NKTG 13-302 Market Research, analyse findings, and communicate these to management. For unsust complete the following four subjects MKTG MKTG13-302 Fromotional Design and Planning MKTG11-100  N/S MKTG13-303 Market Research and Analysis MKTG11-100  N/S MKTG13-301 International Marketing MKTG11-100  NHTG MKTG13-301 International Marketing MKTG11-100	Plus three su	bjects from the following	g options:	
s ADVT13-101 Advertising, Branding and Popular Culture s PUBR12-235 Media Strategies PUBR12-235 Media Strategies PUBR11-100 J PUBR12-250 Corporate Storytelling PUBR13-312 Public Relations Campaigns and Strategies PUBR11-100 PUBR13-312 Public Relations Campaigns and Strategies PUBR12-235). tutdents taking the Marketing Commutication major MUST Choose Advertising Principles and Practice (ADVT11-10) before taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235) or Public Relations Campaigns tutdents wanting to take either Media Relations (PUBR12-235), Public Relations Vriting (PUBR12-235) or Public Relations Campaigns and Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100). MKTG 60CP MARKETING MAJOR MKTG 60CP MARKETING MAJOR MKTG13-301 Consumer and Buyer Behaviour market-driven, value-creation strategies underpinned by a sound understanding of consumer and buyer elaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management. for unsu complete the following four subjects J/M MKTG13-302 Promotional Design and Planning MKTG11-100 M/S MKTG13-303 Market Research and Analysis MKTG11-100 Must complete subjects form the following optimus subjects J/S MKTG13-301 International Marketing MKTG13-301 Market Research and Analysis MKTG11-100 MKT	м	ADVT12-200	Copywriting for Advertising	
SPUBR12-235Media StrategiesPUBR13-00JPUBR12-250Corporate StorytellingPUBR11-100PUBR13-312Public Relations Campaigns and StrategiesPUBR11-100PUBR13-312Public Relations Campaigns and StrategiesPUBR11-100students taking the Marketing Communication major MUST Choose Advertising Principles and Practice (ADVT11-100)before taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).students wanting to take either Media Relations (PUBR12-235), Public Relations Writing (PUB12-250) or Public Relations Campaignsand Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100).MKTG60CPMKTG 60CPMARKETING MAJORNis major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creating strategies underpinned by a sound understanding of consumer and buyerelvalour. The forus is placed on how to conduct market research, analyse findings, and communicate these to management.for unust complete the following four subjects:J/MMKTG13-302J/MMKTG13-303Market Research and AnalysisMKTG11-100MKTG13-320Strategic MarketingMix TG13-330Market Research and AnalysisMix TG13-330.1International MarketingMix TG13-303Market Research and AnalysisMix TG13-303Market Research and AnalysisMix TG13-303Market Research and AnalysisMix TG13-333Market Research and AnalysisMix TG13-333 <t< td=""><td></td><td>ADVT12-241</td><td>Understanding Audiences and Media in Advertising</td><td></td></t<>		ADVT12-241	Understanding Audiences and Media in Advertising	
JPUBR12-250 PUBR13-312Corporate Storytelling PUBR13-312PUBR11-100PUBR13-312Public Relations Campaigns and Strategies PUBR13-312PUBR13-312PUBR14-00Autoents taking the Marketing Communication major MUST Choose Advertising Principles and Practice (ADVT11-10)- terfore taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235) or Public Relations Campaigns and Strategies (PUBR13-312) MUST first-cmplete Public Relations Principles and Practice (PUBR11-100).MKTGGOCPMARKETING MAJORMarket Ting Mage practical experience in designing and implementing market-driven, value-creation market-gis students with the sound understanding of consumer and buyer rehaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.Numer and Buyer BehaviourMKTG G13-301Consumer and Buyer BehaviourMKTG G13-303Market Research and AnalysisMKTG G13-303Market Research and AnalysisMKTG G13-303MKTG G13-301International MarketingMKTG G13-301International MarketingMKTG G13-301International Marketing	S	ADVT13-101	Advertising, Branding and Popular Culture	
PUBR13-312Public Relations Campaigns and StrategiesPUBR11-100itudents taking the Marketing Communication major MUST Choose Advertising Principles and Practice (ADVT11-100)before taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).itudents wanting to take either Media Relations (PUBR12-235), Public Relations Writing (PUB12-250) or Public Relations Campaignsand Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100).MKTG60CPMARKETING MAJORhis major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer releaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.for unsut complete the following four subjects:J/MMKTG12-301Consumer and Buyer BehaviourMKTG11-100J/MMKTG13-302Promotional Design and PlanningMKTG11-100M/SMKTG13-303Market Research and AnalysisMKTG11-100M/SMKTG13-303Strategic MarketingMKTG11-100Must to subject struct subject	S	PUBR12-235	Media Strategies	PUBR11-100
is valence ware and a serie of the serie of	J	PUBR12-250	Corporate Storytelling	PUBR11-100
efore taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235). istudents wanting to take either Media Relations (PUBR12-235), Public Relations Writing (PUB12-250) or Public Relations Campaigns and Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100). MKTG 60CP MARKETING MAJOR his major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation strategies underpinned by a sound understanding of consumer and buyer ehaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management. You must complete the following four subjects: J/M MKTG12-301 Consumer and Buyer Behaviour J/M MKTG12-301 Consumer and Buyer Behaviour M/S MKTG13-302 Promotional Design and Planning MKTG11-100 M/S MKTG13-303 Market Research and Analysis MKTG11-100 N/S MKTG13-302 Strategic Marketing MKTG11-100 MKTG11-100 MKTG11-100 MKTG11-100 MKTG11-100 MKTG11-100 MKTG11-100 MKTG11-100 MKTG11-100 MKTG11-100 MKTG11-301 International Marketing MKTG11-100 M		PUBR13-312	Public Relations Campaigns and Strategies	PUBR11-100
Market in the relations (PUBR12-235), Public Relations Writing (PUB12-250) or Public Relations Campaigns         MKTG 60CP MARKETING MAJOR         MKTG 60CP MARKETING MAJOR         In this major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer seleaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.         You must complete the following four subjects:         J/M MKTG12-301 Consumer and Buyer Behaviour       MKTG11-100         MKTG13-302 Promotional Design and Planning       MKTG11-100         MKTG13-303 Market Research and Analysis       MKTG11-100         N/S MKTG13-301       International Marketing       MKTG11-100         Iternational Marketing       MKTG13-303, MKTG11-100	Students taki	ng the Marketing Comm	nunication major MUST Choose Advertising Principles and Practice	e (ADVT11-100)
MKTG       60 CP       MARKETING MAJOR         his major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer ehaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.       MKTG11-100         J/M       MKTG12-301       Consumer and Buyer Behaviour       MKTG11-100         J/M       MKTG13-302       Promotional Design and Planning       MKTG11-100         M/s       MKTG13-303       Market Research and Analysis       MKTG11-100         M/s       MKTG13-302       Strategic Marketing       MKTG11-100         M/s       MKTG13-303       Market Research and Analysis       MKTG11-100         M/s       MKTG13-303       Market Research and Analysis       MKTG11-100         M/s       MKTG13-303       International Marketing       MKTG11-100	before taking	either Advertising, Brai	nd Image and Cultural Space (ADVT13-101) or Media Relations (Pl	JBR12-235).
MKTG       60CP       MARKETING MAJOR         his major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer ehaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.         /ou must complete the following four subjects:       J/M       MKTG12-301       Consumer and Buyer Behaviour       MKTG11-100         J/M       MKTG13-302       Promotional Design and Planning       MKTG11-100         M/S       MKTG13-303       Market Research and Analysis       MKTG11-100         M/S       MKTG13-300       Strategic Marketing       MKTG13-303, MKTG11-100         Plus two subjects from the following options:       J/S       MKTG13-301       International Marketing	Students war	ting to take either Med	ia Relations (PUBR12-235), Public Relations Writing (PUB12-250) (	or Public Relations Campaigns
his major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer rou must complete the following four subjects:           J/M         MKTG12-301         Consumer and Buyer Behaviour         MKTG11-100           J/M         MKTG13-302         Promotional Design and Planning         MKTG11-100           M/S         MKTG13-303         Market Research and Analysis         MKTG11-100           Plus two subjects trom the following optical Design and Planning         MKTG11-100           Plus two subjects trom the following optical Design and Planning         MKTG11-100	and Strategie	s (PUBR13-312) MUST fi	irst complete Public Relations Principles and Practice (PUBR11-10	D).
we have our. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.         You must complete the following four subjects:         J/M       MKTG12-301       Consumer and Buyer Behaviour       MKTG11-100         J/M       MKTG13-302       Promotional Design and Planning       MKTG11-100         M/S       MKTG13-303       Market Research and Analysis       MKTG11-100         M/S       MKTG13-302       Strategic Marketing       MKTG13-303, MKTG11-100         Plus two subjects from the following optic marketing       MKTG13-303, MKTG11-100	MKTG	60CP	MARKETING MAJOR	
J/M     MKTG12-301     Consumer and Buyer Behaviour     MKTG11-100       J/M     MKTG13-302     Promotional Design and Planning     MKTG11-100       M/S     MKTG13-303     Market Research and Analysis     MKTG11-100       M/S     MKTG13-320     Strategic Marketing     MKTG13-303, MKTG11-100       Plus two subjects from the following optics       J/S     MKTG13-301     International Marketing     MKTG11-100	-			
J/M     MKTG13-302     Promotional Design and Planning     MKTG11-100       M/S     MKTG13-303     Market Research and Analysis     MKTG11-100       M/S     MKTG13-320     Strategic Marketing     MKTG13-303, MKTG11-100	You must con	nplete the following fou	r subjects:	
M/S     MKTG13-303     Market Research and Analysis     MKTG11-100       M/S     MKTG13-320     Strategic Marketing     MKTG13-303, MKTG11-100       Plus two subjects from the following options:     J/S     MKTG13-301     International Marketing	J/M	MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100
M/S     MKTG13-320     Strategic Marketing     MKTG13-303, MKTG11-100       Plus two subjects from the following options:     J/S     MKTG13-301     International Marketing	J/M	MKTG13-302	Promotional Design and Planning	MKTG11-100
J/s       MKTG13-301       International Marketing       MKTG11-100	M/S	MKTG13-303	Market Research and Analysis	MKTG11-100
J/S MKTG13-301 International Marketing MKTG11-100	M/S	MKTG13-320	Strategic Marketing	MKTG13-303, MKTG11-100
•	Plus two subj	ects from the following	options:	
J/M MKTG13-312 Internet and Social Media Marketing MKTG11-100	J/S	MKTG13-301	International Marketing	MKTG11-100
	1/84			

MKTG11-100

S

MKTG13-319



тоим	60CP	TOURISM MANAGEMENT MAJOR			
In recent decades tourism has experienced extraordinary growth and is now one of the largest and fastest-growing sectors in the world economy. According to the United Nations World Tourism Organisation, in 2016 tourism was responsible for approximately 10 percent of world gross domestic product and about 11 percent of employment and this is forecast to grow at 3.3 percent a year for the long-term. Tourism has become a critical source of export income in many countries and regions and, accordingly, it has assumed economic and political importance. Private sector tourism organisations operating in the tourism space include hotel groups, cruise operators, airlines, major venues, and event management companies. Public sector organisations include regional tourism organisations, national, state and local government. These organisations employ specialists with skills in marketing, project and event management, accounting, finance, human resources, logistics, and data analytics. In a rapidly changing employment landscape tourism provides a long-term future where the human qualities of creativity, problem-solving and interpersonal communications are valued. The Tourism Management Major provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector.					
Semester	Code	Title	Assumed Knowledge	Requisite	
You must com	plete the following fou	r subjects:			
J	HRTM12-204	Contemporary Issues in Hospitality and Tourism Mana	agement		
м	HRTM12-206	Tourism Analysis and Evaluation			
J	HRTM12-209	Event Management			
м	HRTM12-212	WHS Risk Management			
Plus two subje	cts from the following	options:			
J/M/S	HRTM11-100	Wine Studies			
м	HRTM12-203	Rooms Division Management			
м	HRTM12-205	Strategic Pricing and Revenue Management	MKTG11-100, ACCT11-100		
J/S	HRTM12-214	Adventure Tourism			
J	HRTM12-220	Sustainable Tourism and Indigenous Culture			
		OTHER OPPORTUNITIES			
Students may a	also choose one of the f	following opportunities to use one or more of your elective subjects	or part of a Major		
(Except Accounting or Actuarial Science) to have an international experience or an Internship opportunity provided you meet the requirements.					
Please discuss with the Enrolment Advisor in the Student Business Centre.					
The Study Tour requires approval from the Faculty. (Please note that Additional Costs are associated with this subject).					
The Internship	requires a GPA credit a	verage and requires approval from the Faculty with an application to	o the Career Development Centre.		
Individual Stud	y in Business is only ava	ilable in exceptional circumstances and requires Program Director's	approval.		



	MINORS in the BOND BUSINESS SCHOOL				
1	ZACCT	Minor - Accounting	ALL		
2	ZACSC	Minor - Actuarial Science	ALL	Not available to 3 Year Programs	
3	ZDTSC	Minor - Data Analytics	ALL	Not available to 3 Year Programs	
4	ZECON	Minor - Economics	ALL	Not available to 3 Year Programs	
5	ZENTI	Minor - Entrepreneurship and Innovation	ALL	Not available to 3 Year Programs	
6	ZFINC	Minor - Finance	ALL		
7	ZIBUS	Minor - International Business	ALL		
8	ZMCOM	Minor - Marketing Communication	ALL		
9	ZMGMT	Minor - Management	ALL		
10	ZMKTG	Minor - Marketing	ALL		
11	ZTOUM	Minor - Tourism Management	ALL	Not available to 3 Year Programs	
ZACCT	40CP	Minor - Accounting			

A minor in accounting from Bond University sets you up to take on roles in a wide range of interesting and rewarding careers. You will find that your accounting skills will be useful whether you aspire to work for a government, NGO, charity, university, any type or size of business; and if your aim is to own or start up your own business, these skills will be especially relevant. Taking our accounting minor is an astute way to complement your studies in other fields of business.

Semester	Code	Title	Assumed Knowledge	Requisite
You must com	plete the following four	subjects:		
J/M	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100, LAWS10-100 or LAWS or LAWS11-110	\$11-105
J/M/S	ACCT12-211	Accounting Information Systems	ACCT11-100	
J/S	ACCT13-305	Auditing	ACCT12-202	
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102, ACCT12-202, ACCT12	-211
ZACSC	40CP	Minor - Actuarial Science		
the Foundations	(Part I) program of the actua	olying mathematical, statistical, economic and financial analyses to a wide range arial accreditation syllabus. These topics range from basic finance and accountin		-
	plete the following two		CTAT44 442	
M/S	ACSC12-200	Mathematical Statistics	STAT11-112 STAT11-112	
J	ACSC12-201	Financial Mathematics	51A111-112	
Plus two subje	ects from the following s	subjects:		
М	ACSC13-301	Contingencies		ACSC12-201
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-200_CONCUR, ACSC12-201
J/S	ACSC13-306	Stochastic Processes		ACSC12-200
J/M/S	ACSC13-307	Survival Analysis		ACSC12-200
ZDTSC	40CP	Minor - Data Analytics		
pattern recogniti		into the concepts and applications of modern machine learning and data analyti focus is placed on ensuring students see the relevant application of these techni		advanced non-parametric statistical modelling and
J/S	DTSC12-200	Data Science		
3/3	D13C12-200	Data Science		
м	DTSC13-301	Applied Machine Learning	STAT11-112	DTSC12-200
M M/S	DTSC13-301 DTSC13-302	Applied Machine Learning Statistical Learning and Regression Models	STAT11-112 ECON12-200. DTSC12-200	DTSC12-200
M/S	DTSC13-301 DTSC13-302	Statistical Learning and Regression Models	STAT11-112 ECON12-200, DTSC12-200	DTSC12-200
M/S	DTSC13-302	Statistical Learning and Regression Models		DTSC12-200 ACSC12-200
M/S Plus one subje	DTSC13-302	Statistical Learning and Regression Models		
M/S Plus one subje J/M/S	DTSC13-302 ect from the following of ACSC13-307	Statistical Learning and Regression Models ptions: Survival Analysis		



# ZECON 40CP Minor - Economics Economics is a social science that uses the scientific method of enquiry in its approach to understanding how societies, governments, businesses, households, and individuals allocate their scarce resources. An undergraduate minor in economics focuses on learning how to understand the world in terms of trade-offs and incentives. An economics minor assists in learning how to analyse data as well as the development of clear-headed logic. It involves the use of mathematical and statistical tools whenever possible to assist in this analysis. You must complete the following four subjects:

J/M/S       ECON12-201       Indicted and comported beneficial       Econ11-100         J/M/S       ECON12-202       Contemporary Macroeconomics Issues       ECON11-100         J       ECON13-301       Game Theory and Strategic Decision Making       ECON12-201, STAT11-112         M       ECON13-302       Business Conditions Analysis       ECON12-202	ZENTI	40CP	Minor - Entrepreneurship and Innovation	
J/M/S ECON12-202 Contemporary Macroeconomics Issues ECON11-100	М	ECON13-302	Business Conditions Analysis	ECON12-202
	J	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201, STAT11-112
	J/M/S	ECON12-202	Contemporary Macroeconomics Issues	ECON11-100
S ECON12-201 Markets and Corporate Behaviour ECON11-100	S	ECON12-201	Markets and Corporate Behaviour	ECON11-100

This minor will appeal to those enterprising individuals with an eye towards their own start-up business, or who are keen to work as an "intrepreneur" inside an organisation. Students will gain skills in ideation, creativity and innovation in planning a business and developing a viable business model. Through experiential learning and support from industry experts, students will graduate with contemporary and best practice knowledge, insights, and strategies with which to implement effective management practices and bring a business idea into fruition.

### You must complete the following three subjects: S COLB12-120 Design: Process, Methods and Mindsets J/S ENFB13-304 New Venture Planning ENFB13-305 **Entrepreneurial Finance** М Plus one subject from the following options: M/S IBUS12-251 Concepts of Strategy J/S MGMT13-321 Negotiation CORE11-002 or MGMT11-101 M/S MKTG13-303 Market Research and Analysis MKTG11-100 J/M MKTG13-312 Internet and Social Media Marketing MKTG11-100 40CP Minor - Finance ZFINC

A minor in finance from Bond University sets you up to take on roles in a wide range of interesting and rewarding careers. You will find that your finance skills will be useful wherever you aspire to work, and could lead to interesting and rewarding positions in business, banking, investment, and government. The scope of subjects for this minor covers personal, corporate and international finance plus another subject of your own choice. Taking our finance minor is an astute way to complement your studies in other fields of business.

Semester	Code	Title	Assumed Knowledge	Requisite			
You must com	You must complete the following four subjects:						
J/S	FINC13-301	Corporate Finance	FINC11-101				
J/M	FINC13-303	Portfolio Analysis and Investment Management	FINC11-101				
J/S	FINC13-307	International Finance	FINC11-101				
J/S	FINC13-308	Personal Finance					
ZIBUS	40CP	Minor - International Business					

The International Business major prepares students for a variety of roles in today's fast-changing and ever more competitive international business environment. The subjects offered in this major develop theoretical and practical knowledge, and analytical and entrepreneurial skills, that underpin success in international trade.

ZMGMT	40CP	Minor - Management				
J/M/S	IBUS12-250	International Business				
S	IBUS11-310	Doing Business Globally	IBUS12-250			
J/S	FINC13-307	International Finance	FINC11-101			
J/M	ECON13-303	International Trade	ECON11-100			
You must complete the following four subjects:						

This major provides students with a holistic body of knowledge, skills and strategies that are critical to long-term organisational success. The scope of subjects covered in the Management Major provides students with the ability to identify strategic problems and develop viable, value-add solutions for a range of organisational issues that present at different organisational levels.

You must complete the following four subjects:

M/S	IBUS12-251	Concepts of Strategy				
J/S	MGMT13-305	Human Resource Management				
M/S	MGMT13-311	Managing Strategic Change	CORE11-002			
J/S	MGMT13-321	Negotiation	CORE11-002 or MGMT11-101			



## ZMCOM 40CP **Minor - Marketing Communication** The field of marketing communications is in a state of constant change. By studying a Marketing Communications minor, students will develop the practical skills, built on a foundation of theory, to meet the needs of this ever evolving industry. Students will acquire transferable and adaptable knowledge in strategic communication, public relations, advertising and/or digital communication. Via case study analysis, campaign creation and hands-on skill development, students will gain industry knowledge and expertise in a small-class environment. Developing ethical and innovative communication campaigns and tactics for real-world clients enables students to apply heir skills helping them gain confidence in, and practice with, their new abilities You must complete the following two subjects: J/M/S COMN11-101 Introduction to Communication Promotional Design and Planning MKTG11-100 J/M MKTG13-302 Alternate Choice: You must also complete one of the following two subjects: J/M/S ADVT11-100 Introduction to Advertising PUBR11-100 Introduction to Public Relations J/M/S Plus two subjects from the following options: м ADVT12-200 Copywriting for Advertising ADVT12-241 Understanding Audiences and Media in Advertising ADVT13-101 Advertising, Branding and Popular Culture S Media Strategies S PUBR12-235 PUBR11-100 PUBR12-250 **Corporate Storytelling** PUBR11-100 ī Public Relations Campaigns and Strategies PUBR11-100 PUBR13-312 40CP ZMKTG Minor - Marketing

This major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer behaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.

J/M	MKTG13-302	Promotional Design and Planning	MKTG11-100
M/S	MKTG13-303	Market Research and Analysis	MKTG11-100
M/S	MKTG13-320	Strategic Marketing	MKTG13-303, MKTG11-100

In recent decades tourism has experienced extraordinary growth and is now one of the largest and fastest-growing sectors in the world economy. According to the United Nations World Tourism Organisation, in 2016 tourism was responsible for approximately 10 percent of world gross domestic product and about 11 percent of employment and this is forecast to grow at 3.3 percent a year for the long-term. Tourism has become a critical source of export income in many countries and regions and, accordingly, it has assumed economic and political importance.

Private sector tourism organisations operating in the tourism space include hotel groups, cruise operators, airlines, major venues, and event management companies. Public sector organisations include regional tourism organisations, national, state and local government. These organisations employ specialists with skills in marketing, project and event management, accounting, finance, human resources, logistics, and data analytics. In a rapidly changing employment landscape tourism provides a long-term future where the human qualities of creativity, problem-solving and interpersonal communications are valued. The Tourism Management Major provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector.

Semester Code Title Assumed Knowledge Requisite ou must complete the following four subjects: J HRTM12-204 Contemporary Issues in Hospitality and Tourism Management Tourism Analysis and Evaluation м HRTM12-206 HRTM12-209 **Event Management** J HRTM12-212 WHS Risk Management М