

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		
		Sustainability Specialisation	SRC-540		
SRC-467	40 CP	Data Analytics 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.					
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	Modern Machine Learning Models		DTSC71-100 DTSC71-200	
S	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			
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.					
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			
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 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			
S	HPER71-117	Sustainable Healthcare			

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.					
Semester	Code	Title	Assumed Knowledge		Requisite
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	Navigating the Future of Work			
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/M	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			
SRC-540	40 CP	Sustainability Specialisation			
Our sustainability specialisation offers a dynamic and practical approach to some of industry's most pressing issues. Gain a grounding in Sustainable Development Goals (SDGs), climate change law, environmental consultation, Indigenous perspectives, and environmental social governance (ESG) analysis and strategy. These in-demand skills are key for recognising both risks and opportunities in various career paths, whether you're aiming for/working in a role in a Big Four consultancy, a small consultancy, management, not-for-profit organisations, SME, or government. Prepare to make a meaningful impact and lead the way in sustainable practices.					
Students must complete the following ten-credit point (10CP) subject.					
Semester	Code	Title	Assumed Knowledge		Requisite
M/S	BUSN71-200	Responsible and Sustainable Organisations			
Students must choose thirty credit points (30CP) of subjects from the Sustainability options.					
J	HRTM71-220	Sustainable Tourism and Indigenous Cultures			
M	LAWS77-121	Climate Law in Context			
	SDEM71-124	Environmental Consulting in Practice			
M	SSUD71-318	Climate Change: Adaptation and Resilience			