

BN-10037 Bachelor of Business Data Analytics					
Version		1		Minor - Marketing	
					Jan Intake
January	2020 Semester 1	ACCT11-100 Accounting for Decision Making	CORE11-001 Critical Thinking and Communication	DTSC11-100 Business Analytics Coding	STAT11-112 Quantitative Methods
May	2020 Semester 2	ACSC12-200 Mathematical Statistics	CORE11-002 Collaboration, Teams and Leadership	ECON11-100 Principles of Economics	MKTG11-100 Marketing
September	2020 Semester 3	CORE11-003 Responsibility, Integrity and Civic Discourse	DTSC12-200 Data Science	ECON12-200 Econometrics	FINC12-200 Fundamentals of Finance
		Subject Catalogue	Major Catalogue	Program Catalogue	
January	2021 Semester 1	DTSC13-300 Big Data Infrastructure	MKTG12-301 Consumer and Buyer Behaviour	MKTG13-302 Promotional Design and Planning	Minor/General Elective Choose either a Minor subject or General Elective
May	2021 Semester 2	DTSC13-301 Machine Learning in Business	DTSC13-302 Statistical Learning and Regression Models	MKTG13-303 Market Research and Analysis	Minor/General Elective Choose either a Minor subject or General Elective
September	2021 Semester 3	Alt. Data Choose two subjects from the following options.	Alt. Data Choose two subjects from the following options.	MKTG13-320 Strategic Marketing	Alt. DTSC Choose either DTSC13-303 or DTSC13-304
		Subject Catalogue	Major Catalogue	Program Catalogue	
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					May Intake
May	2020 Semester 1	ACCT11-100 Accounting for Decision Making	CORE11-001 Critical Thinking and Communication	MKTG11-100 Marketing	STAT11-112 Quantitative Methods
September	2020 Semester 2	ACSC12-200 Mathematical Statistics	CORE11-002 Collaboration, Teams and Leadership	DTSC11-100 Business Analytics Coding	ECON11-100 Principles of Economics
January	2021 Semester 3	CORE11-003 Responsibility, Integrity and Civic Discourse	DTSC12-200 Data Science	ECON12-200 Econometrics	FINC12-200 Fundamentals of Finance
		Subject Catalogue	Major Catalogue	Program Catalogue	
May	2021 Semester 1	DTSC13-301 Machine Learning in Business	DTSC13-302 Statistical Learning and Regression Models	MKTG12-301 Consumer and Buyer Behaviour	MKTG13-302 Promotional Design and Planning
September	2021 Semester 2	Alt. Data Choose two subjects from the following options.	Alt. Data Choose two subjects from the following options.	MKTG13-303 Market Research and Analysis	Minor/General Elective Choose either a Minor subject or General Elective
January	2022 Semester 3	DTSC13-300 Big Data Infrastructure	MKTG13-320 Strategic Marketing	Alt. DTSC Choose either DTSC13-303 or DTSC13-304	Minor/General Elective Choose either a Minor subject or General Elective
		Subject Catalogue	Major Catalogue	Program Catalogue	

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September	2020 Semester 1	ACCT11-100 Accounting for Decision Making	CORE11-001 Critical Thinking and Communication	DTSC11-100 Business Analytics Coding	STAT11-112 Quantitative Methods
January	2021 Semester 2	CORE11-002 Collaboration, Teams and Leadership	DTSC12-200 Data Science	ECON11-100 Principles of Economics	ECON12-200 Econometrics
May	2021 Semester 3	ACSC12-200 Mathematical Statistics	CORE11-003 Responsibility, Integrity and Civic Discourse	DTSC13-301 Machine Learning in Business	MKTG11-100 Marketing
		Subject Catalogue	Major Catalogue	Program Catalogue	
September	2021 Semester 1	FINC12-200 Fundamentals of Finance	Alt. Data Choose two subjects from the following options.	MKTG13-303 Market Research and Analysis	Minor/General Elective Choose either a Minor subject or General Elective
January	2022 Semester 2	DTSC13-300 Big Data Infrastructure	Alt. DTSC Choose either DTSC13-303 or DTSC13-304	MKTG12-301 Consumer and Buyer Behaviour	Minor/General Elective Choose either a Minor subject or General Elective
May	2022 Semester 3	DTSC13-302 Statistical Learning and Regression Models	MKTG13-320 Strategic Marketing	MKTG13-302 Promotional Design and Planning	Minor/General Elective Choose either a Minor subject or General Elective
		Subject Catalogue	Major Catalogue	Program Catalogue	
PROGRAM INFORMATION					
<p>You have selected the Minor - Marketing. Accounting; Business Economics; Entrepreneurship and Innovation; Finance; Management; Marketing; Tourism Management</p>					
SUBJECT INFORMATION					
<p>Alternative DTSC = Choose either DTSC13-303 Big Data Case Study or DTSC13-304 Advanced Big Data Projects (Please first discuss with Subject Coordinator before making a selection) Alternate Data = Choose 2 subjects from of the following options: ECON13-300 Advanced Econometrics, DTSC13-305 Financial Trading Systems, DTSC13-306 Advanced Machine Learning in Business or DTSC13-307 Advanced Statistical Learning Models</p>					
GENERAL INFORMATION					
<p>You are registered into Beyond Bond which is a practical, activity-based program that extends across the duration of all undergraduate degrees. You are registered in the Bond Business Mentoring Program designed for all new undergraduate students; please be advised the first scheduled gathering is in the Bond Business School orientation, If you require further information please email businessmentoring@bond.edu.au</p>					

BN-10037		Bachelor of Business Data Analytics			Bachelors Degree	
Version	1	Minor - Marketing				
Total Subjects	24	Total Credit Points	240	Cricos Code	0101005	
Structure	18 Required Subjects	1 x 4 Subject Minor	2 General Electives			
<p>Assumed knowledge is the minimum level of knowledge of a subject area that students are assumed to have acquired through previous study. It is the responsibility of students to ensure they meet the assumed knowledge expectations of a specified subject. Students who do not possess this prior knowledge are strongly recommended against enrolling and do so at their own risk. No concessions will be made for students' lack of prior knowledge.</p>						
Available	Code	Title	Assumed Knowledge	Requisite		
<p>You must complete the following required subjects:</p>						
J/M/S	ACCT11-100	Accounting for Decision Making				
M/S	ACSC12-200	Mathematical Statistics	STAT11-112 & Further requisites in subject outline			
J/M/S	CORE11-001	Critical Thinking and Communication				
J/M/S	CORE11-002	Collaboration, Teams and Leadership	BCDP02-101 or CORE11-001			
J/M/S	CORE11-003	Responsibility, Integrity and Civic Discourse	BCDP02-101 or CORE11-001 & BCDP02-102 or CORE11-002			
J/S	DTSC11-100	Business Analytics Coding				
J/S	DTSC12-200	Data Science				
J/S	DTSC13-300	Big Data Infrastructure	DTSC12-200 & STAT11-112			
M	DTSC13-301	Machine Learning in Business	DTSC12-200 & Further requisites in subject outline			
M/S	DTSC13-302	Statistical Learning and Regression Models	ECON12-200 & DTSC12-200 & Further requisites in subject outline			
J/M/S	ECON11-100	Principles of Economics				
J/M/S	ECON12-200	Econometrics	STAT11-100 or STAT11-111 or STAT11-112			
J/M/S	FINC12-200	Fundamentals of Finance				
J/M/S	MKTG11-100	Marketing				
J/M/S	STAT11-112	Quantitative Methods				
J/M/S	Alt. DTSC	Choose either DTSC13-303 or DTSC13-304				
J/S	DTSC13-303	Big Data Analytics Case Studies		DTSC13-301 & DTSC13-302		
S	DTSC13-304	Advanced Big Data Projects		DTSC13-301 & DTSC13-302		
J/M/S	Alt. Data	Choose two subjects from the following options.				
S	DTSC13-305	Financial Trading Systems				
S	DTSC13-306	Advanced Machine Learning in Business				
S	DTSC13-307	Advanced Statistical Learning Models		DTSC13-302		
S	ECON13-300	Advanced Econometrics				
J/M/S	ZMKTG	Minor - Marketing				
J/M	MKTG12-301	Consumer and Buyer Behaviour				
J/M	MKTG13-302	Promotional Design and Planning				
M/S	MKTG13-303	Market Research and Analysis	MKTG11-100			
M/S	MKTG13-320	Strategic Marketing	MKTG13-303 & MKTG11-100			