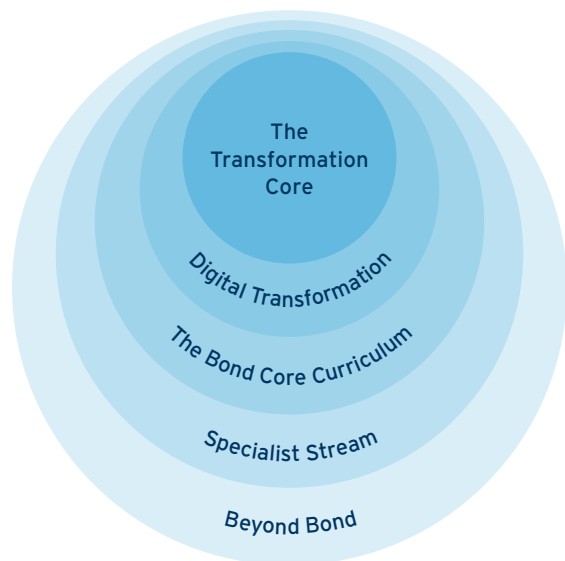


The details

Bond's accelerated, three-semester-per-year timetable means you can complete the degree and start earning an income in two years - a year ahead of your peers. The Bachelor of Digital Transformation is made up of five intersecting components, providing graduates with a robust view of digital transformation as well as valuable, flexible skills, and a unique area of specialisation.



The Transformation Core

- Foundations of Enterprise
- Marketing
- Enterprise Law
- Design: Process, Methods and Mindsets
- Global Citizenship
- Global Challenges 1
- Global Challenges 2
- Industry Immersion 1
- Industry Immersion 2

Digital Transformation

- Aligning Digital Capacity and Culture
- Digital Transformation: Stages and Capabilities
- Building Digital Literacy and Fluency
- Designing User Experiences
- Social Media Tactics
- Digital Media and Society
- Trust, Privacy, Law and Ethics in the Digital Age

The Bond Core Curriculum

Embedded within our undergraduate programs, the Core subjects engage students in developing Bond's three graduate attributes:

- **Capable Individual:** Critical Thinking and Communication
- **Effective Collaborator:** Collaboration, Teams and Leadership
- **Global Citizen:** Responsibility, Integrity and Civic Discourse

Specialist Stream

Working with a personal advisor, students select four elective subjects in an area of interest. Subjects are available across faculties and disciplines.

- Possible streams include:
- Business and Marketing
 - Digital Design
 - Esports
 - Informatics
 - Technology and the Law

Beyond Bond

A personalised, degree-wide professional learning program where you will develop broad employability skills and engage in a portfolio of experiences to support your transition from study to the workforce.

This program is not available to international students who intend to apply for a student visa to undertake this program. CRICOS Provider Code 00017B
TEQSA Provider Number PRV12072

GET
STARTED
bond.edu.au



MB9911



Open a new world of opportunity

BACHELOR OF DIGITAL TRANSFORMATION



Where could a Digital Transformation degree take you?

The pace of digital transformation is accelerating. As new technologies and capabilities are developed at rapid speed, the demand for specialists is matching pace; yet only a small proportion of the world's economy shows signs of digital maturity. Industries and organisations are investing more resources into the cultural and technological tools of change - and they're searching for graduates to take on these new roles.

From big data and business intelligence to 5G and the Internet of Things, robotics and automation, cloud computing, artificial intelligence, machine learning and blockchain, digital transformation (or DX) experts are sought-after across the globe. More than half these roles are non-technical. They require professionals with digital fluency and literacy who can conduct environmental scans of emerging technologies, deliver transition assessments and journey mapping, lead projects and programs of change, and manage DX teams across business, government, health and community sectors.

Stand out in an expanding industry

As a **Bachelor of Digital Transformation** graduate, you will be prepared with the knowledge, skills, and capabilities essential to leading and managing digital transformation, with roles including:

Automation manager

Business intelligence analyst

Customer service engineer

Data security lead

Digital channel manager

Digital engagement officer or educator

Digital policy advisor

You can expect to:

- Engage with industry in the development of DX capabilities
- Design DX programs related to real-world businesses
- Identify the opportunities, challenges, and tactics for digital workplace cultures
- Explore leading forms of professional development and certification in the growing digital industry
- Increase personal and organisational digital maturity across more than 50 digital capabilities
- Apply design thinking and complete a specialised study stream in an area of interest

Digital systems manager

Intranet consultant

Mobile solutions specialist

Platform app developer

Social media marketing manager

Technology solutions consultant

Transformation project leader

WANTED

Digital Transformation graduates



Dani Kahil

Microsoft Dynamics 365 & Power Platform Solution Specialist
Microsoft

"This program is desperately needed in the current market. Companies across the globe are currently, and for the foreseeable future, embarking on their digital transformation initiatives, and there is an immense shortage of skills in the market. I personally see the number of new roles growing by the minute, and I routinely get headhunted. If you want to be certain of finding an interesting job after your study, this program is definitely the way to go."



Nick Bobir

Managing Director
The Chiefs Esports Club

"Esports is all about rapid growth and using established fundamental practices whilst quickly understanding and adapting to new technological and social changes. It's critical that we have open minded team members who can explore innovative ideas in an ever-changing market. This is a core component of many technological based industries. Bond University's Transformation Degrees are helping students to develop the qualities required to excel in the market"



Priscilla Fox

Senior Digital Designer and Bond alumna
Endeavour Drinks Group

"Having worked for over 10 years in businesses that are advanced in digital technology, I have seen digital transformation evolve rapidly. Additionally, due to the recent global changes this has now accelerated the need for digital-ready professionals. Bond University's Digital Transformation program encompasses a full range of subjects that will definitely equip graduates with the tools and knowledge to enter the industry quickly and with absolute confidence."