

2017

Bond Business School Majors & Minors			
MAJORS			
1	ACCT	MAJOR - ACCOUNTING	COMMERCE
2	ACSC	MAJOR - ACTUARIAL SCIENCE	COMMERCE
3	BIGD	MAJOR - BIG DATA	COMMERCE
4	ECON	MAJOR - ECONOMICS	COMMERCE
5	ENTI	MAJOR - ENTREPRENEURSHIP AND INNOVATION	BUSINESS
6	EVTM	MAJOR - EVENT MANGEMENT	HOTEL & TOURISM
7	FINC	MAJOR - FINANCE	COMMERCE
8	IBUS	MAJOR - INTERNATIONAL BUSINESS	BUSINESS
9	MGMT	MAJOR - MANAGEMENT	BUSINESS
10	MKCM	MAJOR - MARKETING COMMUNICATION	BUSINESS
11	MKTG	MAJOR - MARKETING	BUSINESS
12	REVM	MAJOR - REVENUE MANAGEMENT	HOTEL & TOURISM
13	TOUM	MAJOR - TOURISM MANAGEMENT	BUSINESS
MAJORS in the BOND BUSINESS SCHOOL			
ACCT	60CP	ACCOUNTING MAJOR	
You must complete the following six subjects:			
Available	Code	Title	Requisite
Jan/May	ACCT13-301	Financial Accounting and Company Reporting	ACCT11-100 FINC12-200
Jan/Sep	ACCT13-303	Accounting Theory and Application	ACCT13-301
Jan/May	ACCT13-304	Managerial Planning and Control	ACCT12-200
Jan/Sep	ACCT13-305	Auditing	ACCT13-301
May/Sep	ACCT13-308	Taxation Practice for Accountants	ACCT11-100 LAWS10-100
Jan/Sep	ACCT13-311	Financial Analysis and Valuation	ACCT13-303 FINC12-200
ACSC	60CP	ACTUARIAL SCIENCE MAJOR	
You must complete the following six subjects:			
May/Sep	ACSC12-200	Mathematical Statistics	STAT11-112
Jan	ACSC12-201	Financial Mathematics	STAT11-112
Jan	ACSC13-300	Insurance Models	ACSC13-302
May	ACSC13-301	Contingencies	ACSC12-201 completion of 120 CP
Jan/Sep	ACSC13-302	Advanced Modelling	ACSC12-200
Jan/May/Sep	ECON12-200	Econometrics	STAT11-100 or STAT11-111 or STAT11-112
ECON	60CP	ECONOMICS MAJOR	
You must complete the following two subjects:			
Sep	ECON12-201	Markets and Corporate Behaviour	ECON11-100
May/Sep	ECON13-302	Business Conditions Analysis	ECON12-202
Plus four subjects from the following options:			
Jan/May/Sep	ECON12-202	Contemporary Macroeconomics Issues	ECON11-100
Sep	ECON13-300	Advanced Econometrics	ECON12-200
Jan/May	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201
Jan/May	ECON13-303	International Trade	ECON11-100 Anti Req IBUS13-351
Sep	ECON13-305	Money and Monetary Policy	ECON12-202 completion of 120 CP
FINC	60CP	FINANCE MAJOR	
You must complete the following three subjects:			
Jan/Sep	FINC13-301	Corporate Finance	FINC12-200
Jan/May	FINC13-303	Portfolio Analysis and Investment Management	FINC12-200
Jan/Sep	FINC13-307	International Finance	FINC12-200 completion of 120 CP FINC11-100
Plus three subjects from the following options:			
Jan	ACSC12-201	Financial Mathematics	STAT11-112
Jan/May/Sep	FINC12-201	Financial Applications and Quantitative Analysis	FINC12-200
May/Sep	FINC13-304	Financial Markets and Institutions	FINC12-200
Jan/Sep	FINC13-305	Options and Futures	FINC12-200 FINC13-303
Jan/Sep	FINC13-308	Personal Finance	Equiv BCDP02-022
Sep	INFT13-361	Financial Trading Systems	

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ENTI	60CP	ENTREPRENEURSHIP AND INNOVATION MAJOR	
You must complete the following three subjects:			
Jan	ENFB12-205	Enabling Creativity and Innovation in Business	
Jan/Sep	ENFB13-300	Entrepreneurial Growth	
May	ENFB13-302	Managing Innovation	
Plus three subjects from the following options:			
Sep	ENFB13-301	Understanding Family Enterprise	
Sep	ENFB13-305	Venture Capital and Private Equity	
May	ENFB13-306	Bond Business Accelerator	
IBUS	60CP	INTERNATIONAL BUSINESS MAJOR	
You must complete the following two subjects:			
Jan/May/Sep	IBUS12-250	International Business	
May/Sep	IBUS12-251	Concepts of Strategy	
Plus four subjects from the following options:			
Jan/May	ECON13-303	International Trade	ECON11-100 Anti Req IBUS13-351
Jan/Sep	FINC13-307	International Finance	FINC12-200 completion of 120 CP FINC11-100
Sep	IBUS11-310	Doing Business Globally	
Jan/May	MGMT13-324	Cross Cultural Management	
Jan/Sep	MKTG13-301	International Marketing	
EVTM	60CP	EVENT MANAGEMENT MAJOR	
You must complete the following six subjects:			
May	ENFB13-306	Bond Business Accelerator	
Jan/May/Sep	HRTM11-100	Wine Studies	
Jan	HRTM12-209	Event Operations	
May	HRTM12-211	Business Events Management	
Sep	MKTG13-319	Digital and Direct Marketing	
May	SPMT13-112	Sport Marketing	
REVM	60CP	DIGITAL REVENUE MAJOR	
You must complete the following one subject:			
Jan/May/Sep	INFT11-120	Digital Transformation of Business	
Plus five subjects from the following options:			
Jan/May/Sep	ACCT12-200	Cost Management Systems	ACCT11-100
Jan/May/Sep	FINC12-200	Fundamentals of Finance	ACCT11-100 ECON11-100 or HRTM12-206 Anti Req FINC11-100 Equiv BC
May/Sep	INFT12-223	Business Analytics and Big Data	
Jan/May	MKTG13-312	Internet and Social Media Marketing	
Sep	MKTG13-319	Digital and Direct Marketing	
Jan/May/Sep	STAT11-111	Business Statistics	Anti Req ECON12-200, STAT11-112
TOUM	60CP	TOURISM MANAGEMENT MAJOR	
You must complete the following six subjects:			
Sep	HRTM12-200	Hotel and Tourism Strategic Management	
Jan	HRTM12-204	Contemporary Issues in Hospitality and Tourism Management	
May	HRTM12-206	Tourism and Hospitality Economics	
May	HRTM12-212	Risk Management	
Jan/Sep	HRTM12-214	Adventure Tourism	
Jan	HRTM12-220	Sustainable Tourism and Indigenous Culture	
Jan	HRTM12-310	Tourism and Leisure Analysis and Evaluation	
BIGD	60CP	BIG DATA MAJOR	
You must complete the following five subjects:			
May/Sep	ACSC12-200	Mathematical Statistics	STAT11-112
Jan/Sep	INFT12-216	Data Science	
May/Sep	INFT12-223	Business Analytics and Big Data	
May/Sep	INFT13-326	Advanced Regression	
Sep	INFT13-327	Advanced Big Data Projects and Case Study	
Plus one subject from the following options:			
Sep	ECON13-300	Advanced Econometrics	ECON12-200
Sep	INFT13-361	Financial Trading Systems	

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MGMT	60CP	MANAGEMENT MAJOR	
You must complete the following three subjects:			
May/Sep	IBUS12-251	Concepts of Strategy	
Jan/Sep	MGMT13-305	Human Resource Management	
May/Sep	MGMT13-311	Change Management	
Plus three subjects from the following options:			
May	INFT13-308	Operations and Supply Chain Management	
Jan	INFT13-321	Business Systems and Processes	
Sep	MGMT11-201	Responsible and Sustainable Business	
Jan	MGMT13-320	Leadership	
Jan/Sep	MGMT13-321	Negotiation	
Jan/May	MGMT13-324	Cross Cultural Management	
MKTG	60CP	MARKETING MAJOR	
You must complete the following three subjects:			
Jan/May	MKTG12-301	Consumer and Buyer Behaviour	
May/Sep	MKTG13-303	Market Research and Analysis	
May/Sep	MKTG13-320	Strategic Marketing	
Plus three subjects from the following options:			
Jan/Sep	MKTG13-301	International Marketing	
Jan/May	MKTG13-302	Promotional Design and Planning	
Jan/May	MKTG13-312	Internet and Social Media Marketing	
Sep	MKTG13-319	Digital and Direct Marketing	
MKCM	60CP	MARKETING COMMUNICATION MAJOR	
You must complete the following two subjects:			
Jan/May/Sep	COMN11-101	Human Communication	
Jan/May	MKTG13-302	Promotional Design and Planning	
Alternate Choice: You must also complete one of the following two subjects:			
Jan/May/Sep	ADVT11-100	Advertising Principles and Practice OR	
Jan/May/Sep	PUBR11-100	Public Relations Principles and Practice	
Plus three subjects from the following options:			
May	ADVT12-200	Direct Response and Writing for Advertising	
Jan	ADVT12-241	Advertising Communications and Channel Planning	
Sep	ADVT13-101	Advertising, Brand Image and Cultural Space	
Jan/May	MKTG13-312	Internet and Social Media Marketing	
Sep	PUBR12-235	Media Relations	PUBR11-100
Jan	PUBR12-250	Public Relations Writing	PUBR11-100
Jan	PUBR13-312	Public Relations Campaigns and Strategies	PUBR11-100
Students 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 Campaigns and Strategies (PUBR13-312) MUST first complete Public Relations Principles and Practice (PUBR11-100).			
OTHER OPPORTUNITIES			
Students may also choose one of the 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 and Student Engagement Officer in the Student Business Centre.			
Study Tour	The Study Tour requires approval from the Faculty. (Please note that Additional Costs are associated with this subject).		
Business Internship	The Internship requires a GPA credit average and requires approval from the Faculty with an application to the Career Development Centre.		
Special Topic	The Special Topic is only available in exceptional circumstances and requires Program Director's approval.		

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MINORS in the BOND BUSINESS SCHOOL			
1	ZACCT	Minor - Accounting	ALL
2	ZACSC	Minor - Actuarial Science	ALL
3	ZDANA	Minor - Data Analytics	ALL
4	ZECON	Minor - Business Economics	ALL
5	ZENTI	Minor - Entrepreneurship and Innovation	ALL
6	ZEVEN	Minor - Event Management	ALL
7	ZFINC	Minor - Finance	ALL
8	ZHOTL	Minor - Hotel Management	ALL
9	ZIBUS	Minor - International Business	ALL
10	ZMCOM	Minor - Marketing Communication	ALL
11	ZMGMT	Minor - Management	ALL
12	ZMKTG	Minor - Marketing	ALL
14	ZTOUM	Minor - Tourism Management	ALL
ZACCT		40CP	Minor - Accounting
You must complete the following four subjects:			
Available	Code	Title	Requisite
Jan/May	ACCT13-301	Financial Accounting and Company Reporting	ACCT11-100 FINC12-200
Jan/Sep	ACCT13-303	Accounting Theory and Application	ACCT13-301
Jan/May	ACCT13-304	Managerial Planning and Control	ACCT12-200
Jan/Sep	ACCT13-311	Financial Analysis and Valuation	ACCT13-303 FINC12-200
ZACSC		40CP	Minor - Actuarial Science
You must complete the following two subjects:			
May/Sep	ACSC12-200	Mathematical Statistics	STAT11-112
Jan/May/Sep	ECON12-200	Econometrics	STAT11-100 or STAT11-111 or STAT11-112
Alternate Choice: You must also complete one of the following two groups:			
Jan	ACSC12-201	Financial Mathematics	STAT11-112
May	ACSC13-301	Contingencies	ACSC12-201 completion of 120 CP
OR			
Jan	ACSC13-300	Insurance Models	ACSC13-302
Jan/Sep	ACSC13-302	Advanced Modelling	ACSC12-200
ZDANA		40CP	Minor - Data Analytics
You must complete the following three subjects:			
Jan/May/Sep	ECON12-200	Econometrics	STAT11-100 or STAT11-111 or STAT11-112
Jan/Sep	INFT12-216	Data Science	
Jan/May/Sep	STAT11-112	Quantitative Methods	
Plus one subject from the following options:			
May/Sep	ACSC12-200	Mathematical Statistics	STAT11-112
Jan/May	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201
May/Sep	INFT12-223	Business Analytics and Big Data	
ZECON		40CP	Minor - Business Economics
You must complete four subjects from the following options:			
Jan/May/Sep	ECON12-200	Econometrics	STAT11-100 or STAT11-111 or STAT11-112
Sep	ECON12-201	Markets and Corporate Behaviour	ECON11-100
Jan/May/Sep	ECON12-202	Contemporary Macroeconomics Issues	ECON11-100
Jan/May	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201
May/Sep	ECON13-302	Business Conditions Analysis	ECON12-202
Jan/May	ECON13-303	International Trade	ECON11-100 Anti Req IBUS13-351
Sep	ECON13-305	Money and Monetary Policy	ECON12-202 completion of 120 CP
ZENTI		40CP	Minor - Entrepreneurship and Innovation
You must complete the following three subjects:			
Jan	ENFB12-205	Enabling Creativity and Innovation in Business	
Jan/Sep	ENFB13-300	Entrepreneurial Growth	
May	ENFB13-302	Managing Innovation	
Plus one subject from the following options:			
May	BUSN13-300	International Study Tour	Faculty Approval + Additional Costs
May	ENFB13-306	Bond Business Accelerator	

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ZEVEN	40CP	Minor - Event Management	
You must complete the following two subjects:			
Jan	HRTM12-209	Event Operations	
May	HRTM12-211	Business Events Management	
Plus two subjects from the following options:			
Sep	HRTM12-200	Hotel and Tourism Strategic Management	
Jan	HRTM12-204	Contemporary Issues in Hospitality and Tourism Management	
May	HRTM12-212	Risk Management	
Sep	HRTM12-213	Event Marketing and Sponsorship	
Jan	HRTM12-310	Tourism and Leisure Analysis and Evaluation	
ZFINC	40CP	Minor - Finance	
You must complete the following three subjects:			
Jan/Sep	FINC13-301	Corporate Finance	FINC12-200
Jan/Sep	FINC13-307	International Finance	FINC12-200 completion of 120 CP FINC11-100
Jan/Sep	FINC13-308	Personal Finance	Equiv BCDP02-022
Plus one subject from the following options:			
Jan/May/Sep	FINC12-201	Financial Applications and Quantitative Analysis	FINC12-200
Jan/May	FINC13-303	Portfolio Analysis and Investment Management	FINC12-200
May/Sep	FINC13-304	Financial Markets and Institutions	FINC12-200
Jan/Sep	FINC13-305	Options and Futures	FINC12-200 FINC13-303
ZHOTL	40CP	Minor - Hotel Management	
You must complete the following two subjects:			
Sep	HRTM12-203	Rooms Division Management	
Sep	HRTM12-201	International Food and Beverage Management	
Plus two subjects from the following options:			
Jan/May/Sep	HRTM11-100	Wine Studies	
Sep	HRTM12-200	Hotel and Tourism Strategic Management	
Jan	HRTM12-204	Contemporary Issues in Hospitality and Tourism Management	
May	HRTM12-205	Strategic Pricing and Revenue Management	
Jan	HRTM12-310	Tourism and Leisure Analysis and Evaluation	
ZIBUS	40CP	Minor - Global Business and Strategy	
You must complete the following two subjects:			
Jan/May/Sep	IBUS12-250	International Business	
May/Sep	IBUS12-251	Concepts of Strategy	
Plus two subjects from the following options:			
Jan/Sep	FINC13-307	International Finance	FINC12-200 completion of 120 CP FINC11-100
Jan/May	ECON13-303	International Trade	ECON11-100 Anti Req IBUS13-351
Sep	IBUS11-310	Doing Business Globally	NEW P&SR 12-05-2017
Jan/May	MGMT13-324	Cross Cultural Management	
Jan/Sep	MKTG13-301	International Marketing	
ZIBUS	40CP	Minor - International Business	
You must complete the following two subjects:			
Jan/May/Sep	IBUS12-250	International Business	
May/Sep	IBUS12-251	Concepts of Strategy	
Plus two subjects from the following options:			
Jan/Sep	FINC13-307	International Finance	FINC12-200 completion of 120 CP FINC11-100
Jan/May	MGMT13-324	Cross Cultural Management	

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ZMCOM 40CP		Minor - Marketing Communication	
You must complete the following two subjects:			
Jan/May/Sep	COMN11-101	Human Communication	
Jan/May	MKTG13-302	Promotional Design and Planning	
Plus two subjects from the following options:			
Jan/May/Sep	ADVT11-100	Advertising Principles and Practice OR	
May	ADVT12-200	Direct Response and Writing for Advertising	
Jan	ADVT12-241	Advertising Communications and Channel Planning	
Sep	ADVT13-101	Advertising, Brand Image and Cultural Space	
Sep	PUBR12-235	Media Relations	PUBR11-100
Jan	PUBR12-250	Public Relations Writing	PUBR11-100
Jan	PUBR13-312	Public Relations Campaigns and Strategies	PUBR11-100
ZMGMT 40CP		Minor - Management	
You must complete four subjects from the following options:			
May/Sep	IBUS12-251	Concepts of Strategy	
May	INFT13-308	Operations and Supply Chain Management	
Jan	INFT13-321	Business Systems and Processes	
Sep	MGMT11-201	Responsible and Sustainable Business	
Jan/Sep	MGMT13-305	Human Resource Management	
May/Sep	MGMT13-311	Change Management	
Jan	MGMT13-320	Leadership	
Jan/Sep	MGMT13-321	Negotiation	
Jan/May	MGMT13-324	Cross Cultural Management	
ZMKTG 40CP		Minor - Marketing	
You must complete four subjects from the following options:			
Jan/May	MKTG12-301	Consumer and Buyer Behaviour	
Jan/May	MKTG13-302	Promotional Design and Planning	
Jan/May	MKTG13-312	Internet and Social Media Marketing	
Sep	MKTG13-319	Digital and Direct Marketing	
May/Sep	MKTG13-320	Strategic Marketing	
ZTOUM 40CP		Minor - Tourism Management	
You must complete the following two subjects:			
Jan/Sep	HRTM12-214	Adventure Tourism	
Jan	HRTM12-220	Sustainable Tourism and Indigenous Cultures	
Plus two subjects from the following options:			
Sep	HRTM12-200	Hotel and Tourism Strategic Management	
May	HRTM12-206	Tourism and Hospitality Economics	
May	HRTM12-212	Risk Management	
Jan	HRTM12-310	Tourism and Leisure Analysis and Evaluation	