

2019

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	FINC	MAJOR - FINANCE	COMMERCE
6	ENTI	MAJOR - ENTREPRENEURSHIP AND INNOVATION MAJOR	BUSINESS
7	IBUS	MAJOR - INTERNATIONAL BUSINESS	BUSINESS
8	MGMT	MAJOR - MANAGEMENT MAJOR	BUSINESS
9	MKCM	MAJOR - MARKETING COMMUNICATION	BUSINESS
10	MKTG	MAJOR - MARKETING	BUSINESS
11	TOUM	MAJOR - TOURISM MANAGEMENT	BUSINESS

Assumed Knowledge

Assumed Knowledge

This is the minimum level of knowledge needed to successfully complete this subject. Students who do not possess this knowledge are strongly recommended against enrolling and do so at their own risk. While this is not a barrier to enrolment, students lacking the recommended knowledge will be considerably disadvantaged. There will be no adjustments or special considerations made for a lack of prior knowledge.

MAJORS in the BOND BUSINESS SCHOOL

Semester	Code	Title	Assumed Knowledge	Requisite
ACCT	60CP	ACCOUNTING MAJOR		
You must complete the following six subjects:				
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 LAWS11-105 LAWS10-100 LAWS11-110	
Jan/Sep	ACCT13-311	Financial Analysis and Valuation	FINC12-200 ACCT11-100	

2019

Semester	Code	Title	Assumed Knowledge	Requisite
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	
May	ACSC13-301	Contingencies	ACSC12-201	
Sep	ACSC13-304	Stochastic Modelling	ACSC12-200	
Jan	ACSC13-305	Actuarial and Financial Models	ACSC12-200	
Plus one subject from the following options:				
Jan/May/Sep	ECON12-200	Econometrics	STAT11-112 STAT11-100 STAT11-111	
Jan/May	FINC13-303	Portfolio Analysis and Investment Management	FINC12-200	
May/Sep	MGMT13-311	Managing Strategic Change	CORE11-002	
BIGD	60CP	BIG DATA MAJOR		
You must complete the following five subjects:				
Jan/May/Sep	ECON12-200	Econometrics	STAT11-112 STAT11-100 STAT11-111	
Jan/Sep	INFT12-216	Data Science		
May	INFT12-223	Machine Learning in Business	INFT12-216	
May/Sep	INFT13-326	Statistical Learning and Regression Models	ECON12-200 INFT12-216	
Jan	INFT13-327	Advanced Big Data Projects and Case Study		INFT12-223 INFT13-326
Plus one subject from the following options:				
Sep	ECON13-300	Advanced Econometrics	ECON12-200	
Sep	INFT13-361	Financial Trading Systems	INFT12-216	
ECON	60CP	ECONOMICS MAJOR		
You must complete the following subjects:				
Sep	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
Jan/May/Sep	ECON12-202	Contemporary Macroeconomics Issues	ECON11-100	
Jan	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201	
May/Sep	ECON13-302	Business Conditions Analysis	ECON12-202	
Plus two subjects from the following options:				
Sep	ECON13-300	Advanced Econometrics	ECON12-200	
Jan/May	ECON13-303	International Trade	ECON11-100 IBUS13-351	
Sep	ECON13-305	Money and Monetary Policy	ECON12-202	

2019

Semester	Code	Title	Assumed Knowledge	Requisite
FINC	60CP	FINANCE MAJOR		
You must complete the following four 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	
Jan/Sep	FINC13-308	Personal Finance		
Plus two subjects from the following options:				
Jan	ACSC12-201	Financial Mathematics	STAT11-112	
Jan	ACSC13-305	Actuarial and Financial Models	ACSC12-200	
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	
Sep	INFT13-361	Financial Trading Systems	INFT12-216	
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		
May	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 IBUS13-351	
Jan/Sep	FINC13-307	International Finance	FINC12-200	
Sep	IBUS11-310	Doing Business Globally	IBUS12-250	
Jan/May	MGMT13-324	Cross Cultural Management	CORE11-002 MGMT11-101	
Jan/Sep	MKTG13-301	International Marketing	MKTG11-100	

2019

Semester	Code	Title	Assumed Knowledge	Requisite
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	CORE11-002	
Plus three subjects from the following options:				
May	INFT13-308	Operations and Supply Chain Management		
Sep	MGMT11-201	Responsible and Sustainable Business		
Jan	MGMT13-320	Leadership		
Jan/Sep	MGMT13-321	Negotiation	CORE11-002 MGMT11-101	
Jan/May	MGMT13-324	Cross Cultural Management	CORE11-002 MGMT11-101	
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	MKTG11-100	
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	MKTG11-100	
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).				

2019

Semester	Code	Title	Assumed Knowledge	Requisite
MKTG	60CP	MARKETING MAJOR		
You must complete the following three subjects:				
Jan/May	MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100	
May/Sep	MKTG13-303	Market Research and Analysis	MKTG11-100	
May/Sep	MKTG13-320	Strategic Marketing	MKTG13-303 MKTG11-100	
Plus three subjects from the following options:				
Jan/Sep	MKTG13-301	International Marketing	MKTG11-100	
Jan/May	MKTG13-302	Promotional Design and Planning	MKTG11-100	
Jan/May	MKTG13-312	Internet and Social Media Marketing	MKTG11-100	
Sep	MKTG13-319	Digital and Direct Marketing	MKTG11-100	
TOUM	60CP	TOURISM MANAGEMENT MAJOR		
You must complete the following four subjects:				
Jan	HRTM12-204	Contemporary Issues in Hospitality and Tourism Management		
May	HRTM12-206	Tourism Analysis and Evaluation		
Jan	HRTM12-209	Event Operations		
May	HRTM12-212	WHS Risk Management		
Plus two subjects from the following options:				
Jan/May/Sep	HRTM11-100	Wine Studies		
Sep	HRTM12-203	Rooms Division Management		
May	HRTM12-205	Strategic Pricing and Revenue Management	ACCT11-100 MKTG11-100	
Jan/Sep	HRTM12-214	Adventure Tourism		
Jan	HRTM12-220	Sustainable Tourism and Indigenous Culture		

2019

Semester	Code	Title	Assumed Knowledge	Requisite
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 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 average and requires approval from the Faculty with an application to the Career Development Centre.				
Individual Study in Business is only available 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	
3	ZECON	Minor - Business Economics	ALL	
4	ZENTI	Minor - Entrepreneurship and Innovation	ALL	
5	ZFINC	Minor - Finance	ALL	
6	ZIBUS	Minor - International Business	ALL	
7	ZMCOM	Minor - Marketing Communication	ALL	
8	ZMGMT	Minor - Management	ALL	
9	ZMKTG	Minor - Marketing	ALL	
10	ZTOUM	Minor - Tourism Management	ALL	
ZACCT 40CP Minor - Accounting				
You must complete the following four subjects:				
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	FINC12-200 ACCT11-100	
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	STAT11-112 STAT11-100 STAT11-111	
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	
OR				
Jan	ACSC13-300	Insurance Models	ACSC13-302	
Jan/Sep	ACSC13-302	Advanced Modelling	ACSC12-200	

2019

Semester	Code	Title	Assumed Knowledge	Requisite
ZECON 40CP Minor - Business Economics				
You must complete four subjects from the following options:				
Jan/May/Sep	ECON12-200	Econometrics	STAT11-112 STAT11-100 STAT11-111	
Sep	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
Jan/May/Sep	ECON12-202	Contemporary Macroeconomics Issues	ECON11-100	
Jan	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 IBUS13-351	
Sep	ECON13-305	Money and Monetary Policy	ECON12-202	
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:				
Jan/May	BUSN13-300	International Study Tour		
May	ENFB13-306	Bond Business Accelerator		
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	
Jan/Sep	FINC13-308	Personal Finance		
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	
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	
Jan/May	MGMT13-324	Cross Cultural Management	CORE11-002 MGMT11-101	

2019

Semester	Code	Title	Assumed Knowledge	Requisite
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	CORE11-002	
Jan	MGMT13-320	Leadership		
Jan/Sep	MGMT13-321	Negotiation	CORE11-002 MGMT11-101	
Jan/May	MGMT13-324	Cross Cultural Management	CORE11-002 MGMT11-101	
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	MKTG11-100	
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	
ZMKTG 40CP Minor - Marketing				
You must complete four subjects from the following options:				
Jan/May	MKTG12-301	Consumer and Buyer Behaviour	MKTG11-100	
Jan/May	MKTG13-302	Promotional Design and Planning	MKTG11-100	
Jan/May	MKTG13-312	Internet and Social Media Marketing	MKTG11-100	
Sep	MKTG13-319	Digital and Direct Marketing	MKTG11-100	
May/Sep	MKTG13-320	Strategic Marketing	MKTG13-303 MKTG11-100	
ZTOUM 40CP Minor - Tourism Management				
You must complete the following four subjects:				
Jan	HRTM12-204	Contemporary Issues in Hospitality and Tourism Management		
May	HRTM12-206	Tourism Analysis and Evaluation		
Jan	HRTM12-209	Event Operations		
May	HRTM12-212	WHS Risk Management		