

2019

**Bond Business School Majors & Minors**

MAJORS in the BOND BUSINESS SCHOOL

ACCT	<a href="#">MAJOR - ACCOUNTING</a>	COMMERCE	
ACSC	<a href="#">MAJOR - ACTUARIAL SCIENCE</a>	COMMERCE	
BIGD	<a href="#">MAJOR - BIG DATA</a>	COMMERCE	
ECON	<a href="#">MAJOR - ECONOMICS</a>	COMMERCE	
FINC	<a href="#">MAJOR - FINANCE</a>	COMMERCE	
ENTI	<a href="#">MAJOR - ENTREPRENEURSHIP AND INNOVATION</a>	BUSINESS	New Structure from 193
IBUS	<a href="#">MAJOR - INTERNATIONAL BUSINESS</a>	BUSINESS	New Structure from 193
MGMT	<a href="#">MAJOR - MANAGEMENT</a>	BUSINESS	New Structure from 193
MKCM	<a href="#">MAJOR - MARKETING COMMUNICATION</a>	BUSINESS	
MKTG	<a href="#">MAJOR - MARKETING</a>	BUSINESS	New Structure from 193
TOUM	<a href="#">MAJOR - TOURISM MANAGEMENT</a>	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.

Semester	Code	Title	Assumed Knowledge	Requisite
ACCT	60CP	ACCOUNTING MAJOR		
<p><i>A major in accounting from Bond University will give you entry into a respected and enduring global profession and substantial options when choosing a career. Forget about being labelled as a "number cruncher", an accountant plays an influential role in the achievement of an entity's entire range of objectives – not just the financial ones. Accountants are needed in government, NGOs, charities, universities, businesses of all structures and sizes, and more. The range and content of our subjects in our accounting major will give you the knowledge and skills from which you can set your sights on a role as a financial accountant, management accountant, auditor, tax specialist, business consultant, business analyst, treasurer, finance manager, or if none of these appeal to you, a very savvy business owner or entrepreneur. With a wide range of authentic assessment that reflect actual practice, this major will take you places.</i></p> <p><b>You must complete the following six subjects:</b></p>				
J/M	<a href="#">ACCT13-301</a>	Financial Accounting and Company Reporting	ACCT11-100 & FINC12-200	
J/S	<a href="#">ACCT13-303</a>	Advanced Financial Accounting & Reporting	ACCT13-301	
J/M	<a href="#">ACCT13-304</a>	Managerial Planning and Control	ACCT12-200	
J/S	<a href="#">ACCT13-305</a>	Auditing	ACCT13-301	
M/S	<a href="#">ACCT13-308</a>	Taxation Practice for Accountants	ACCT11-100 & LAWS10-100 or LAWS11-105 or LAWS11-110	
J/S	<a href="#">ACCT13-311</a>	Financial Analysis and Valuation	ACCT11-100 & FINC12-200	

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Semester	Code	Title	Assumed Knowledge	Requisite
<b>ACSC</b>	<b>60CP</b>	<b>ACTUARIAL SCIENCE MAJOR</b>		
<p><i>Actuaries evaluate risk and opportunity – applying mathematical, statistical, economic and financial analyses to a wide range of business problems. The actuarial science major covers the range of technical skills included in the Foundations (Part I) program of the actuarial accreditation syllabus. These topics range from basic finance and accounting to economic theory and mathematical and statistical modelling.</i></p>				
<b>You must complete the following five subjects:</b>				
M/S	<a href="#">ACSC12-200</a>	Mathematical Statistics	STAT11-112	Read Requirements on-line
J	<a href="#">ACSC12-201</a>	Financial Mathematics	STAT11-112	Read Requirements on-line
M	<a href="#">ACSC13-301</a>	Contingencies	ACSC12-201	Read Requirements on-line
J/S	<a href="#">ACSC13-304</a>	Stochastic Modelling	ACSC12-200	Read Requirements on-line
J	<a href="#">ACSC13-305</a>	Actuarial and Financial Models	ACSC12-200	Read Requirements on-line
<b>Plus one subject from the following options:</b>				
J/M/S	<a href="#">ECON12-200</a>	Econometrics	STAT11-100 or STAT11-111 or STAT11-112	
J/M	<a href="#">FINC13-303</a>	Portfolio Analysis and Investment Management	FINC12-200	
M/S	<a href="#">MGMT13-311</a>	Managing Strategic Change	CORE11-002	
<b>BIGD</b>	<b>60CP</b>	<b>BIG DATA MAJOR</b>		
<p><i>The Big Data major provides a strong survey into the concepts and applications of modern machine learning and data analytics. It contains units in analysis coding as well as advanced non-parametric statistical modelling and pattern recognition algorithms. In addition, focus is placed on ensuring students see the relevant application of these techniques to real industry data.</i></p>				
<b>You must complete the following five subjects:</b>				
J/M/S	<a href="#">ECON12-200</a>	Econometrics	STAT11-100 or STAT11-111 or STAT11-112	
J/S	<a href="#">INFT12-216</a>	Data Science		
M	<a href="#">INFT12-223</a>	Machine Learning in Business	INFT12-216	Read Requirements on-line
M/S	<a href="#">INFT13-326</a>	Statistical Learning and Regression Models	ECON12-200 & INFT12-216	Read Requirements on-line
J/S	<a href="#">INFT13-327</a>	Advanced Big Data Projects and Case Study		INFT12-223 & INFT13-326
<b>Plus one subject from the following options:</b>				
S	<a href="#">ECON13-300</a>	Advanced Econometrics	ECON12-200	
S	<a href="#">INFT13-361</a>	Financial Trading Systems	INFT12-216	Read Requirements on-line

2019

Semester	Code	Title	Assumed Knowledge	Requisite
<b>ECON</b>	<b>60CP</b>	<b>ECONOMICS MAJOR</b>		
<p><i>Economics is a social science that uses the scientific method of enquiry in its approach to understand how societies, governments, businesses, households, and individuals allocate their scarce resources. An undergraduate major in economics focuses on of clear-headed logic. It involves the use of mathematical and statistical tools whenever possible to assist in this analysis. learning how to understand the world in terms of trade-offs and incentives. An economics major assists in learning how to analyse data as well as the development</i></p>				
<b>You must complete the following four subjects:</b>				
S	<a href="#">ECON12-201</a>	Markets and Corporate Behaviour	ECON11-100	
J/M/S	<a href="#">ECON12-202</a>	Contemporary Macroeconomics Issues	ECON11-100	
J	<a href="#">ECON13-301</a>	Game Theory and Strategic Decision Making	ECON12-201	
M/S	<a href="#">ECON13-302</a>	Business Conditions Analysis	ECON12-202	
<b>Plus two subjects from the following options:</b>				
S	<a href="#">ECON13-300</a>	Advanced Econometrics	ECON12-200	
J/M	<a href="#">ECON13-303</a>	International Trade	ECON11-100	
S	<a href="#">ECON13-305</a>	Money and Monetary Policy	ECON12-202	
<b>FINC</b>	<b>60CP</b>	<b>FINANCE MAJOR</b>		
<p><i>The demand for financial expertise across all business functions is global, extensive, and persistent. The scope and depth of subjects studied in Bond University's finance major develop knowledge and skills that range from finance fundamentals and progress all the way to those competencies necessary for a merger and acquisition professional. Our finance major prepares you for an influential role as a corporate and personal finance authority. Career options are as varied as they are extensive and include financial advisor, business analyst, banker, fund manager, investment banker, stockbroker, and merger and acquisition specialist. The knowledge gained from our finance major will position you to have an interesting and rewarding career anywhere in the world.</i></p>				
<b>You must complete the following four subjects:</b>				
J/S	<a href="#">FINC13-301</a>	Corporate Finance	FINC12-200	
J/M	<a href="#">FINC13-303</a>	Portfolio Analysis and Investment Management	FINC12-200	
J/S	<a href="#">FINC13-307</a>	International Finance	FINC12-200	
J/S	<a href="#">FINC13-308</a>	Personal Finance		
<b>Plus two subjects from the following options:</b>				
J	<a href="#">ACSC12-201</a>	Financial Mathematics	STAT11-112	Read Requirements on-line
J	<a href="#">ACSC13-305</a>	Actuarial and Financial Models	ACSC12-200	Read Requirements on-line
M/S	<a href="#">FINC13-304</a>	Financial Markets and Institutions	FINC12-200	
J/S	<a href="#">FINC13-305</a>	Options and Futures	FINC12-200 & FINC13-303	
S	<a href="#">INFT13-361</a>	Financial Trading Systems	INFT12-216	Read Requirements on-line

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Semester	Code	Title	Assumed Knowledge	Requisite
<b>ENTI</b>	<b>60CP</b>	<b>ENTREPRENEURSHIP AND INNOVATION MAJOR FOR STUDENTS STARTING 193 Semester</b>		
<p><i>This major will appeal to those enterprising individuals with an eye towards their own start-up business, or who are keen to work as an “intreprenuer” inside an organisation. Students will gain skills in ideation, creativity and innovation in planning a business and developing a viable business model. Through experiential learning and support from industry experts, students will graduate with contemporary and best practice knowledge, insights, and strategies with which to implement effective management practices and bring a business idea into fruition.</i></p>				
<b>You must complete the following four subjects:</b>				
J/S	<a href="#">ENFB13-300</a>	Entrepreneurial Growth		
M	<a href="#">ENFB13-302</a>	Creativity and Innovation		
J/S	<a href="#">ENFB13-304</a>	New Venture Planning		Read Requirements on-line
M/S	<a href="#">ENFB13-305</a>	Entrepreneurial Finance		
<b>Plus two subjects from the following options:</b>				
M	<a href="#">ENFB13-306</a>	Bond Business Accelerator		
M/S	<a href="#">IBUS12-251</a>	Concepts of Strategy		
J/S	<a href="#">MGMT13-321</a>	Negotiation	CORE11-002 or MGMT11-101	
M/S	<a href="#">MKTG13-303</a>	Market Research and Analysis	MKTG11-100	
<b>IBUS</b>	<b>60CP</b>	<b>INTERNATIONAL BUSINESS MAJOR FOR STUDENTS STARTING 193 Semester</b>		
<p><i>The International Business major prepares students for a variety of roles in today’s fast-changing and ever more competitive international business environment. The subjects offered in this major develop theoretical and practical knowledge, and analytical and entrepreneurial skills, that underpin success in international trade.</i></p>				
<b>You must complete the following four subjects:</b>				
J/M	<a href="#">ECON13-303</a>	International Trade	ECON11-100	
J/S	<a href="#">FINC13-307</a>	International Finance	FINC12-200	
S	<a href="#">IBUS11-310</a>	Doing Business Globally	IBUS12-250	
J/M/S	<a href="#">IBUS12-250</a>	International Business		
<b>Plus two subjects from the following options:</b>				
M/S	<a href="#">IBUS12-251</a>	Concepts of Strategy		
J/M	<a href="#">MGMT13-324</a>	Cross Cultural Management	CORE11-002 or MGMT11-101	
J/S	<a href="#">MKTG13-301</a>	International Marketing	MKTG11-100	

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Semester	Code	Title	Assumed Knowledge	Requisite
<b>MGMT</b>	<b>60CP</b>	<b>MANAGEMENT MAJOR FOR STUDENTS STARTING 193 Semester</b>		
<p><i>This major provides students with a holistic body of knowledge, skills and strategies that are critical to long-term organisational success. The scope of subjects covered in the Management Major provides students with the ability to identify strategic problems and develop viable, value-add solutions for a range of organisational issues that present at different organisational levels.</i></p>				
<p><b>You must complete the following four subjects:</b></p>				
M/S	<a href="#">IBUS12-251</a>	Concepts of Strategy		
J/S	<a href="#">MGMT13-305</a>	Human Resource Management		
M/S	<a href="#">MGMT13-311</a>	Managing Strategic Change	CORE11-002	
J/S	<a href="#">MGMT13-321</a>	Negotiation	CORE11-002 or MGMT11-101	
<p><b>Plus two subjects from the following options:</b></p>				
M	<a href="#">INFT13-308</a>	Operations and Supply Chain Management		
S	<a href="#">MGMT11-201</a>	Responsible and Sustainable Business		
J	<a href="#">MGMT13-320</a>	Leadership		
J/M	<a href="#">MGMT13-324</a>	Cross Cultural Management	CORE11-002 or MGMT11-101	
<b>MKCM</b>	<b>60CP</b>	<b>MARKETING COMMUNICATION MAJOR</b>		
<p><i>The field of marketing communications is in a state of constant change. By studying a Marketing Communications major, students will develop the practical skills, built on a foundation of theory, to meet the needs of this ever-evolving industry. Students will acquire transferable and adaptable knowledge in strategic communication, public relations, advertising and/or digital communication. Via case study analysis, campaign creation and hands-on skill development, students will gain industry knowledge and expertise in a small-class environment. Developing ethical and innovative communication campaigns and tactics for real-world clients enables students to apply their skills helping them gain confidence in, and practice with, their new abilities. The course also focuses on developing creativity, critical thinking and presentation skills. Graduates will gain flexible and dynamic skills set, transferable across many diverse and exciting career paths.</i></p>				
<p><b>You must complete the following two subjects:</b></p>				
J/M/S	<a href="#">COMN11-101</a>	Introduction to Communication	BCDP02-009	
J/M	<a href="#">MKTG13-302</a>	Promotional Design and Planning	MKTG11-100	
<p><b>Alternate Choice: You must also complete one of the following two subjects:</b></p>				
J/M/S	<a href="#">ADVT11-100</a>	Advertising Principles and Practice		
J/M/S	<a href="#">PUBR11-100</a>	Public Relations Principles and Practice	BCDP02-011	
<p><b>Plus three subjects from the following options:</b></p>				
J/M/S	<a href="#">ADVT11-100</a>	Advertising Principles and Practice		
J	<a href="#">ADVT12-241</a>	Advertising Communications and Channel Planning		
S	<a href="#">ADVT13-101</a>	Advertising, Brand Image and Cultural Space		
J/M	<a href="#">MKTG13-312</a>	Internet and Social Media Marketing	MKTG11-100	
S	<a href="#">PUBR12-235</a>	Media Relations	PUBR11-100	
J	<a href="#">PUBR12-250</a>	Public Relations Writing	PUBR11-100	
J	<a href="#">PUBR13-312</a>	Public Relations Campaigns and Strategies	PUBR11-100	
<p><b>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).</b></p> <p><b>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).</b></p>				

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Semester	Code	Title	Assumed Knowledge	Requisite
<b>MKTG</b>	<b>60CP</b>	<b>MARKETING MAJOR FOR STUDENTS STARTING 193 Semester</b>		
<p><i>This major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer behaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.</i></p>				
<p><b>You must complete the following four subjects:</b></p>				
J/M	<a href="#">MKTG12-301</a>	Consumer and Buyer Behaviour	MKTG11-100	
J/M	<a href="#">MKTG13-302</a>	Promotional Design and Planning	MKTG11-100	
M/S	<a href="#">MKTG13-303</a>	Market Research and Analysis	MKTG11-100	
M/S	<a href="#">MKTG13-320</a>	Strategic Marketing	MKTG11-100 & MKTG13-303	
<p><b>Plus two subjects from the following options:</b></p>				
J/S	<a href="#">MKTG13-301</a>	International Marketing	MKTG11-100	
J/M	<a href="#">MKTG13-312</a>	Internet and Social Media Marketing	MKTG11-100	
S	<a href="#">MKTG13-319</a>	Digital and Direct Marketing	MKTG11-100	
<b>TOUM</b>	<b>60CP</b>	<b>TOURISM MANAGEMENT MAJOR</b>		
<p><i>In recent decades tourism has experienced extraordinary growth and is now one of the largest and fastest-growing sectors in the world economy. According to the United Nations World Tourism Organisation, in 2016 tourism was responsible for approximately 10 percent of world gross domestic product and about 11 percent of employment and this is forecast to grow at 3.3 percent a year for the long-term. Tourism has become a critical source of export income in many countries and regions and, accordingly, it has assumed economic and political importance. Private sector tourism organisations operating in the tourism space include hotel groups, cruise operators, airlines, major venues, and event management companies. Public sector organisations include regional tourism organisations, national, state and local government. These organisations employ specialists with skills in marketing, project and event management, accounting, finance, human resources, logistics, and data analytics. In a rapidly changing employment landscape tourism provides a long-term future where the human qualities of creativity, problem-solving and interpersonal communications are valued. The Tourism Management Major provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector.</i></p>				
<p><b>You must complete the following four subjects:</b></p>				
J	<a href="#">HRTM12-204</a>	Contemporary Issues in Hospitality and Tourism Management		
M	<a href="#">HRTM12-206</a>	Tourism Analysis and Evaluation		
J	<a href="#">HRTM12-209</a>	Event Management		
M	<a href="#">HRTM12-212</a>	WHS Risk Management		
<p><b>Plus two subjects from the following options:</b></p>				
J/M/S	<a href="#">HRTM11-100</a>	Wine Studies		
S	<a href="#">HRTM12-203</a>	Rooms Division Management		
M	<a href="#">HRTM12-205</a>	Strategic Pricing and Revenue Management	ACCT11-100 & MKTG11-100	
J/S	<a href="#">HRTM12-214</a>	Adventure Tourism		
J	<a href="#">HRTM12-220</a>	Sustainable Tourism and Indigenous Culture		
<b>OTHER OPPORTUNITIES</b>				
<p>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.</p> <p><a href="#">The Study Tour requires approval from the Faculty. (Please note that Additional Costs are associated with this subject).</a></p> <p><a href="#">The Internship requires a GPA credit average and requires approval from the Faculty with an application to the Career Development Centre.</a></p> <p><a href="#">Individual Study in Business is only available in exceptional circumstances and requires Program Director's approval.</a></p>				

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MINORS in the BOND BUSINESS SCHOOL																																		
Semester	Code	Title	Assumed Knowledge	Requisite																														
1	ZACCT	Minor - Accounting	ALL																															
2	ZACSC	Minor - Actuarial Science	ALL																															
3	ZECON	Minor - Business Economics	ALL	New Structure from 193																														
4	ZENTI	Minor - Entrepreneurship and Innovation	ALL	New Structure from 193																														
5	ZFINC	Minor - Finance	ALL																															
6	ZIBUS	Minor - International Business	ALL	New Structure from 193																														
7	ZMCOM	Minor - Marketing Communication	ALL																															
8	ZMGMT	Minor - Management	ALL	New Structure from 193																														
9	ZMKTG	Minor - Marketing	ALL	New Structure from 193																														
10	ZTOUM	Minor - Tourism Management	ALL																															
<b>Minor - Accounting</b>																																		
ZACCT	40CP	<p>A minor in accounting from Bond University sets you up to take on roles in a wide range of interesting and rewarding careers. You will find that your accounting skills will be useful whether you aspire to work for a government, NGO, charity, university, any type or size of business; and if your aim is to own or start up your own business, these skills will be especially relevant. Taking our accounting minor is an astute way to complement your studies in other fields of business.</p> <p><b>You must complete the following four subjects:</b></p> <table border="0"> <tr> <td>J/M</td> <td><a href="#">ACCT13-301</a></td> <td>Financial Accounting and Company Reporting</td> <td>ACCT11-100 &amp; FINC12-200</td> <td></td> </tr> <tr> <td>J/S</td> <td><a href="#">ACCT13-303</a></td> <td>Advanced Financial Accounting &amp; Reporting</td> <td>ACCT13-301</td> <td></td> </tr> <tr> <td>J/M</td> <td><a href="#">ACCT13-304</a></td> <td>Managerial Planning and Control</td> <td>ACCT12-200</td> <td></td> </tr> <tr> <td>J/S</td> <td><a href="#">ACCT13-311</a></td> <td>Financial Analysis and Valuation</td> <td>ACCT11-100 &amp; FINC12-200</td> <td></td> </tr> </table>			J/M	<a href="#">ACCT13-301</a>	Financial Accounting and Company Reporting	ACCT11-100 & FINC12-200		J/S	<a href="#">ACCT13-303</a>	Advanced Financial Accounting & Reporting	ACCT13-301		J/M	<a href="#">ACCT13-304</a>	Managerial Planning and Control	ACCT12-200		J/S	<a href="#">ACCT13-311</a>	Financial Analysis and Valuation	ACCT11-100 & FINC12-200											
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<b>ZECON</b>	<b>40CP</b>	<b>Minor - Business Economics</b>		
Economics is a social science that uses the scientific method of enquiry in its approach to understanding how societies, governments, businesses, households, and individuals allocate their scarce resources. An undergraduate minor in economics focuses on learning how to understand the world in terms of trade-offs and incentives. An economics minor assists in learning how to analyse data as well as the development of clear-headed logic. It involves the use of mathematical and statistical tools whenever possible to assist in this analysis.				
<b>You must complete the following four subjects:</b>				
S	<a href="#">ECON12-201</a>	Markets and Corporate Behaviour	ECON11-100	
J/M/S	<a href="#">ECON12-202</a>	Contemporary Macroeconomics Issues	ECON11-100	
J	<a href="#">ECON13-301</a>	Game Theory and Strategic Decision Making	ECON12-201	
M/S	<a href="#">ECON13-302</a>	Business Conditions Analysis	ECON12-202	
<b>ZENTI</b>	<b>40CP</b>	<b>Minor - Entrepreneurship and Innovation</b>		
This minor will appeal to those enterprising individuals with an eye towards their own start-up business, or who are keen to work as an “intreprenuer” inside an organisation. Students will gain skills in ideation, creativity and innovation in planning a business and developing a viable business model. Through experiential learning and support from industry experts, students will graduate with contemporary and best practice knowledge, insights, and strategies with which to implement effective management practices and bring a business idea into fruition.				
<b>You must complete the following four subjects:</b>				
J/S	<a href="#">ENFB13-300</a>	Entrepreneurial Growth		Students must have completed 120 credit points prior to enrolling.
M	<a href="#">ENFB13-302</a>	Creativity and Innovation		
J/S	<a href="#">ENFB13-304</a>	New Venture Planning		
M/S	<a href="#">ENFB13-305</a>	Entrepreneurial Finance		
<b>ZFINC</b>	<b>40CP</b>	<b>Minor - Finance</b>		
A minor in finance from Bond University sets you up to take on roles in a wide range of interesting and rewarding careers. You will find that your finance skills will be useful wherever you aspire to work, and could lead to interesting and rewarding positions in business, banking, investment, and government. The scope of subjects for this minor covers personal, corporate and international finance plus another subject of your own choice. Taking our finance minor is an astute way to complement your studies in other fields of business.				
<b>You must complete the following four subjects:</b>				
J/S	<a href="#">FINC13-301</a>	Corporate Finance	FINC12-200	
J/M	<a href="#">FINC13-303</a>	Portfolio Analysis and Investment Management	FINC12-200	
J/S	<a href="#">FINC13-307</a>	International Finance	FINC12-200	
J/S	<a href="#">FINC13-308</a>	Personal Finance		

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Semester	Code	Title	Assumed Knowledge	Requisite
<b>ZIBUS</b>	<b>40CP</b>	<b>Minor - International Business</b>		
The International Business major prepares students for a variety of roles in today's fast-changing and ever more competitive international business environment. The subjects offered in this major develop theoretical and practical knowledge, and analytical and entrepreneurial skills, that underpin success in international trade.				
<b>You must complete the following four subjects:</b>				
J/M	<a href="#">ECON13-303</a>	International Trade	ECON11-100	
J/S	<a href="#">FINC13-307</a>	International Finance	FINC12-200	
S	<a href="#">IBUS11-310</a>	Doing Business Globally	IBUS12-250	
J/M/S	<a href="#">IBUS12-250</a>	International Business		
<b>ZMGMT</b>	<b>40CP</b>	<b>Minor - Management</b>		
This major provides students with a holistic body of knowledge, skills and strategies that are critical to long-term organisational success. The scope of subjects covered in the Management Major provides students with the ability to identify strategic problems and develop viable, value-add solutions for a range of organisational issues that present at different organisational levels.				
<b>You must complete the following four subjects:</b>				
M/S	<a href="#">IBUS12-251</a>	Concepts of Strategy		
J/S	<a href="#">MGMT13-305</a>	Human Resource Management		
M/S	<a href="#">MGMT13-311</a>	Managing Strategic Change	CORE11-002	
J/S	<a href="#">MGMT13-321</a>	Negotiation	CORE11-002 or MGMT11-101	
Semester	Code	Title	Assumed Knowledge	Requisite
<b>ZMCOM</b>	<b>40CP</b>	<b>Minor - Marketing Communication</b>		
The field of marketing communications is in a state of constant change. By studying a Marketing Communications minor, students will develop the practical skills, built on a foundation of theory, to meet the needs of this ever-evolving industry. Students will acquire transferable and adaptable knowledge in strategic communication, public relations, advertising and/or digital communication. Via case study analysis, campaign creation and hands-on skill development, students will gain industry knowledge and expertise in a small-class environment. Developing ethical and innovative communication campaigns and tactics for real-world clients enables students to apply their skills helping them gain confidence in, and practice with, their new abilities.				
<b>You must complete the following two subjects:</b>				
J/M/S	<a href="#">COMN11-101</a>	Introduction to Communication	BCDP02-009	
J/M	<a href="#">MKTG13-302</a>	Promotional Design and Planning	MKTG11-100	
<b>Alternate Choice: You must also complete one of the following two subjects:</b>				
J/M/S	<a href="#">ADVT11-100</a>	Advertising Principles and Practice		
J/M/S	<a href="#">PUBR11-100</a>	Public Relations Principles and Practice	BCDP02-011	
<b>Plus two subjects from the following options:</b>				
M	<a href="#">ADVT12-200</a>	Direct Response and Writing for Advertising		
J	<a href="#">ADVT12-241</a>	Advertising Communications and Channel Planning		
S	<a href="#">ADVT13-101</a>	Advertising, Brand Image and Cultural Space		
S	<a href="#">PUBR12-235</a>	Media Relations	PUBR11-100	
J	<a href="#">PUBR12-250</a>	Public Relations Writing	PUBR11-100	
J	<a href="#">PUBR13-312</a>	Public Relations Campaigns and Strategies	PUBR11-100	

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Semester	Code	Title	Assumed Knowledge	Requisite
<b>ZMKTG</b>	<b>40CP</b>	<b>Minor - Marketing</b>		
<p>This major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a sound understanding of consumer and buyer behaviour. The focus is placed on how to conduct market research, analyse findings, and communicate these to management.</p> <p><b>You must complete the following four subjects:</b></p>				
J/M	<a href="#">MKTG12-301</a>	Consumer and Buyer Behaviour	MKTG11-100	
J/M	<a href="#">MKTG13-302</a>	Promotional Design and Planning	MKTG11-100	
M/S	<a href="#">MKTG13-303</a>	Market Research and Analysis	MKTG11-100	
M/S	<a href="#">MKTG13-320</a>	Strategic Marketing	MKTG11-100 & MKTG13-303	
<b>ZTOUM</b>	<b>40CP</b>	<b>Minor - Tourism Management</b>		
<p>In recent decades tourism has experienced extraordinary growth and is now one of the largest and fastest-growing sectors in the world economy. According to the United Nations World Tourism Organisation, in 2016 tourism was responsible for approximately 10 percent of world gross domestic product and about 11 percent of employment and this is forecast to grow at 3.3 percent a year for the long-term. Tourism has become a critical source of export income in many countries and regions and, accordingly, it has assumed economic and political importance. Private sector tourism organisations operating in the tourism space include hotel groups, cruise operators, airlines, major venues, and event management companies. Public sector organisations include regional tourism organisations, national, state and local government. These organisations employ specialists with skills in marketing, project and event management, accounting, finance, human resources, logistics, and data analytics.</p> <p>In a rapidly changing employment landscape tourism provides a long-term future where the human qualities of creativity, problem-solving and interpersonal communications are valued. The Tourism Management Major provides a good understanding of the industry and the employment opportunities providing a springboard into employment in this exciting sector.</p> <p><b>You must complete the following four subjects:</b></p>				
J	<a href="#">HRTM12-204</a>	Contemporary Issues in Hospitality and Tourism Management		
M	<a href="#">HRTM12-206</a>	Tourism Analysis and Evaluation		
J	<a href="#">HRTM12-209</a>	Event Management		
M	<a href="#">HRTM12-212</a>	WHS Risk Management		