

2018

Bond Business School Specialisations

40 CP **For Students Who Wish to Choose A Business Specialisation option**

SRC-467	Big Data Specialisation
SRC-468	Digital Business Specialisation
SRC-470	Finance Specialisation
SRC-471	Marketing Specialisation
SRC-472	International Business Specialisation
SRC-479	Tourism & Hotel Management Specialisation

SRC-467 40 CP **Big Data Specialisation**

You must complete the following two subjects:

Semester	Code	Title	Requisites
Jan/Sep	INFT71-216	Data Science	
May/Sep	INFT71-223	Business Analytics and Big Data	INFT71-216

Plus two subjects from the following options:

Sep	BUSN73-403	Advanced Econometrics	
Jan/May/Sep	ECON71-200	Econometrics	
May/Sep	INFT71-326	Advanced Regression	ECON71-200 INFT71-216
Sep	INFT71-327	Advanced Big Data Projects and Case Study	ACSC71-200 INFT71-223 INFT71-326
Sep	INFT73-361	Financial Trading Systems	

SRC-468 40 CP **Digital Business Specialisation**

You must complete the following four subjects:

Jan/Sep	ACCT71-601	Information Analysis and Systems	
May	INFT71-308	Operations and Supply Chain Management	
Jan	INFT71-321	Business Systems and Processes	
Sep	INFT73-361	Financial Trading Systems	

Approved alternatives – SBC approval required for an enrolment modification

Jan/Sep	INFT71-216	Data Science	
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SRC-470 40 CP **Finance Specialisation**

You must complete the following two subjects:

Jan/Sep	FINC71-601	Corporate Finance	FINC71-600
Jan/Sep	FINC71-607	International Financial Management	FINC71-600

Plus two subjects from the following options:

May	FINC71-302	Finance Applications and Analysis	FINC12-200 FINC71-600
Sep	FINC71-305	Derivative Products	FINC71-600
Jan/Sep	FINC71-318	Personal Investment	
Jan/May	FINC71-603	Investments	FINC71-600
May	FINC71-604	Capital Markets	FINC71-600
TBA	FINC71-608	Behavioural Finance	FINC13-303 FINC71-601 CO-Req FINC71-603
Sep	FINC71-614	Mergers & Acquisitions	FINC71-600

2018

SRC-471 40 CP Marketing Specialisation			
You must complete four subjects from the following options:			
Jan	MKTG71-312	Internet and Social Media Marketing	MKTG71-600 or MKTG71-104
May/Sep	MKTG71-600	Marketing Fundamentals	
Sep	MKTG71-601	Customer Analysis	MKTG71-600 or MKTG71-104
May	MKTG71-602	Market Research	MKTG71-600 or MKTG71-104
Jan	MKTG71-604	Communication Strategies	MKTG71-600 or MKTG71-104
<u>Approved alternatives – SBC approval required for an enrolment modification</u>			
You may also only choose one of the following subjects if a full load is not available			
	COMN71-102	Social Media	
	MMDE71-100	Design Communications	
	ADVT71-102	Advertising Masterclass: Brand Experience and Advanced Strate	
SRC-472 40 CP International Business Specialisation			
You must complete four subjects from the following options:			
Jan/Sep	ECON71-303	International Trade	ECON71-600 Anti Req IBUS71-603
Jan/Sep	FINC71-607	International Financial Management	FINC71-600
Jan	IBUS71-602	Global Business	
Sep	IBUS71-610	Doing Business Globally	
Sep	MGMT71-301	International Human Resource Management	
SRC-479 40 CP Tourism & Hotel Management Specialisation			
You must complete the following three subjects:			
Sep	HRTM71-205	<u>Strategic Pricing and Revenue Management</u>	
May	HRTM71-206	Tourism Analysis and Evaluation	
May	HRTM71-212	<u>WHS Risk Management</u>	
Plus one subjects from the following options:			
Jan/May/Sep	HRTM71-214	<u>Adventure Tourism</u>	
Jan	HRTM71-220	<u>Sustainable Tourism and Indigenous Cultures</u>	
OTHER OPPORTUNITIES			
Students may also choose one of the following opportunities to use one or more of your elective subjects 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.			
English for Professional Contexts LING71-108 is only available in exceptional circumstances and requires Program Director's approval.			