

2019

		Bond Business School Specialisations			
40 CP		<b>For Students Who Wish to Choose A Business Specialisation option</b>			
	SRC-467	Big Data Specialisation			
	SRC-468	Digital Business Specialisation			
	SRC-469	Commencing September 2019 (193 Semester)			
	SRC-470	Finance Specialisation			
	SRC-471	Marketing Specialisation			
	SRC-472	International Business Specialisation			
	SRC-479	Tourism & Hotel Management Specialisation			
SRC-467	40 CP	<b>Big Data Specialisation</b>			
The Big Data specialisation incorporates the most current industry-relevant research with applications to data science, business analytics, and managing and analysing large data sets to support organisational needs. The specialisation will develop skills in the challenge of crunching 'big data' numbers to create practical solutions for real world problems.					
<b>You must complete the following two subjects:</b>					
Available	Code	Title	Assumed Knowledge	Requisite	
J/S	<a href="#">INFT71-216</a>	Data Science			
M	<a href="#">INFT71-223</a>	Machine Learning in Business	INFT71-216	Read Requirements on-line	
<b>Plus two subjects from the following options:</b>					
S	<a href="#">BUSN73-403</a>	Advanced Econometrics			
J/M/S	<a href="#">ECON71-200</a>	Econometrics			
M/S	<a href="#">INFT71-326</a>	Statistical Learning and Regression Models	ECON71-200 & INFT71-216	Read Requirements on-line	
S	<a href="#">INFT73-361</a>	Financial Trading Systems	INFT71-216	Read Requirements on-line	
SRC-468	40 CP	<b>Digital Business Specialisation</b>			
The Digital Business specialisation incorporates the most current industry-relevant research with applications to information system design and analysis, business process modelling, information security and the impact of information technology on business process and operations and seeks to enhance graduates' planning, analytical and interpersonal skills in preparation for senior management roles.					
<b>You must complete the following four subjects:</b>					
J/M/S	<a href="#">ACCT71-601</a>	Information Analysis and Systems			
M	<a href="#">INFT71-308</a>	Operations and Supply Chain Management			
J	<a href="#">INFT71-321</a>	Business Systems and Processes			
S	<a href="#">INFT73-361</a>	Financial Trading Systems	INFT71-216	Read Requirements on-line	

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Available	Code	Title	Assumed Knowledge	Requisite
<b>SRC-470      40 CP      Finance Specialisation</b>				
The Finance specialisation incorporates the most current industry-relevant research with applications to finance principles, financial markets and corporate finance and seeks to enhance graduates' planning, analytical and interpersonal skills in preparation for senior management roles.				
<b>You must complete the following two subjects:</b>				
J/S	<a href="#">FINC71-601</a>	Corporate Finance	FINC71-600	
J/S	<a href="#">FINC71-607</a>	International Financial Management	FINC71-600	
<b>Plus two subjects from the following options:</b>				
M	<a href="#">FINC71-302</a>	Finance Applications and Analysis	FINC12-200 or FINC71-600	
S	<a href="#">FINC71-305</a>	Derivative Products	FINC71-600	
J/S	<a href="#">FINC71-318</a>	Personal Investment		
J/M	<a href="#">FINC71-603</a>	Investments	FINC71-600	
M	<a href="#">FINC71-604</a>	Capital Markets	FINC71-600	
TBA	<a href="#">FINC71-608</a>		FINC71-601 & FINC71-603 or FINC13-303	
S	<a href="#">FINC71-614</a>	Mergers and Acquisitions	FINC71-600	
<b>SRC-471      40 CP      Marketing Specialisation</b>				
The International Business specialisation incorporates the most current industry-relevant research with applications to international trade, international finance, managing human resources and other challenges of managing and leading in a global environment and seeks to enhance graduates' planning, analytical and interpersonal skills in preparation for senior management roles. The subjects offered in this specialisation develop theoretical and practical knowledge, and analytical and entrepreneurial skills, that underpin success in international trade.				
<b>You must complete four subjects from the following options:</b>				
J	<a href="#">MKTG71-312</a>	Internet and Social Media Marketing	MKTG71-104 or MKTG71-600	
M/S	<a href="#">MKTG71-600</a>	Marketing Fundamentals		
S	<a href="#">MKTG71-601</a>	Customer Analysis	MKTG71-104 or MKTG71-600	
M	<a href="#">MKTG71-602</a>	Market Research	MKTG71-104 or MKTG71-600	
J	<a href="#">MKTG71-604</a>	Communication Strategies	MKTG71-104 or MKTG71-600	
<b>SRC-472      40 CP      International Business Specialisation</b>				
The International Business specialisation incorporates the most current industry-relevant research with applications to international trade, international finance, managing human resources and other challenges of managing and leading in a global environment and seeks to enhance graduates' planning, analytical and interpersonal skills in preparation for senior management roles.				
<b>You must complete four subjects from the following options:</b>				
J/M/S	<a href="#">ECON71-303</a>	International Trade	ECON71-600	
J/S	<a href="#">FINC71-607</a>	International Financial Management	FINC71-600	
J	<a href="#">IBUS71-602</a>	Global Business		
S	<a href="#">IBUS71-610</a>	Doing Business Globally		
S	<a href="#">MGMT71-301</a>	International Human Resource Management		

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SRC-479	40 CP	Tourism & Hotel Management Specialisation	
<p>The Tourism and Hotel Management specialisation incorporates the most current industry-relevant research with applications to Strategic Pricing and Revenue Management, Tourism Analysis and Evaluation, WHS Risk Management, Adventure Tourism, Sustainable Tourism and Indigenous Cultures and seeks to enhance graduates' planning, analytical and interpersonal skills in preparation for senior management roles. The Tourism Management specialisation 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 three subjects:</b></p>			
M	<a href="#">HRTM71-205</a>	Strategic Pricing and Revenue Management	ACCT71-600 & MKTG71-104 or MKTG71-600
M	<a href="#">HRTM71-206</a>	Tourism Analysis and Evaluation	
M	<a href="#">HRTM71-212</a>	WHS Risk Management	
<p><b>Plus one subjects from the following options:</b></p>			
J/S	<a href="#">HRTM71-214</a>	Adventure Tourism	
J	<a href="#">HRTM71-220</a>	Sustainable Tourism and Indigenous Cultures	
OTHER OPPORTUNITIES			
<p>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 Advisor in the Student Business Centre.</p>			
<p><a href="#">Study Tour</a> The Study Tour requires approval from the Faculty. (Please note that Additional Costs are associated with this subject).</p>			
<p><a href="#">Business Interns</a> The Internship requires a GPA credit average and requires approval from the Faculty with an application to the Career Development Centre.</p>			
<p><a href="#">Individual Study</a> The Individual Study requires a GPA credit average and requires approval from the Associate Director of Learning &amp; Teaching</p>			