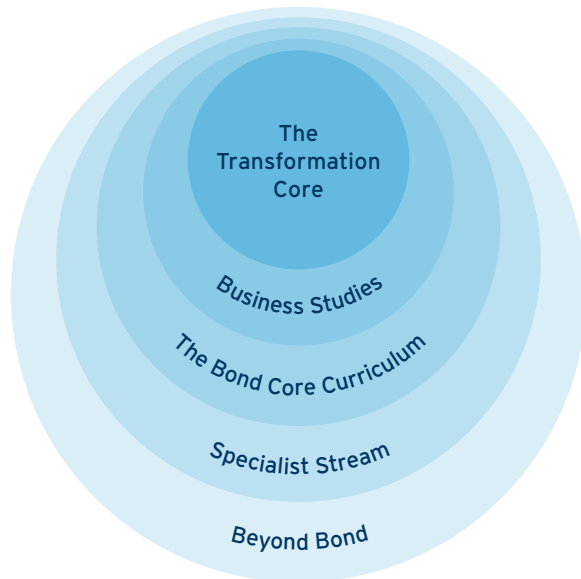


## The details

Bond's accelerated, three-semester-per-year timetable means you can complete the degree and start earning an income in two years - a year ahead of your peers. The Bachelor of Entrepreneurial Transformation is made up of five key components, providing graduates with a robust view of entrepreneurship as well as valuable, flexible skills and a unique area of specialisation.



### The Transformation Core

- Design: Process, Methods and Mindsets
- Trust, Privacy, Law and Ethics in the Digital Age
- Enterprise Law
- Digital Media and Society
- Global Citizenship
- Global Challenges 1
- Global Challenges 2
- Industry Immersion 1
- Industry Immersion 2

### Beyond Bond

A personalised, degree-wide professional learning program where you will develop broad employability skills and engage in a portfolio of experiences to support your transition from study to the workforce.

This program is not available to international students who intend to apply for a student visa to undertake this program. CRICOS Provider Code 00017B  
TEQSA Provider Number PRV12072

### Business Studies

- Foundations of Enterprise
- Marketing
- Internet and Social Media Marketing
- Managing Strategic Change
- Quantitative Methods
- Responsible & Sustainable Business

### The Bond Core Curriculum

Embedded within our undergraduate programs, the Core subjects engage students in developing Bond's three graduate attributes:

- **Capable Individual:** Critical Thinking and Communication
- **Effective Collaborator:** Collaboration, Teams and Leadership
- **Global Citizen:** Responsibility, Integrity and Civic Discourse

### Specialist Stream

Working with a personal advisor, students select four elective subjects in an area of interest. Subjects are available across faculties and disciplines.

Possible streams include:

- Agriculture
- Data Analytics
- Digital Design and Communication
- Esports
- Human Resource Management
- Sustainability



MB9941



# Entrepreneurship like you've never seen it before

## BACHELOR OF ENTREPRENEURIAL TRANSFORMATION





## Where could an Entrepreneurial Transformation degree take you?

The world of business is changing. New technologies create novel ways of solving old problems and entrepreneurial thinking is applied in broader settings. The private sector, government, and not-for-profit organisations are already investing more resources in the cultural and technological tools of change.

Industry needs graduates who are agile enough to respond to these changes and work across multiple sectors and industries. These are the graduates who create transformative solutions to global and local challenges.

Bond University's Bachelor of Entrepreneurial Transformation develops capable professionals who can meet these needs. Students work across multiple disciplines and industries, creating innovative solutions to real-world problems.

### You can expect to:

- Explore broad business perspectives and complete specialised study in your area/s of interest
- Develop the skills, knowledge and language to apply an entrepreneurial mindset in multiple sectors, in the face of rapid and persistent technological change
- Gain industry experience in leading and managing transdisciplinary teams and projects
- Learn how to use design thinking to solve problems, harness information, and facilitate informed decision-making
- Build sound moral reasoning skills and learn how to exercise appropriate legal and ethical judgement in diverse situations

### Stand out in an expanding industry

As a **Bachelor of Entrepreneurial Transformation** graduate, you will be ready to take on a variety of roles, including:

App or platform developer

Business development consultant

Business transformation specialist

Digital or social media marketing manager

Disruptor and Innovator

Intrapreneur

Program, project or partnerships manager

Start-up entrepreneur

## What do employers say?



**Kelly Forbes**  
Founder and CEO, AI Asia Pacific Institute

"The fourth industrial revolution is radically transforming the way that education is delivered and the skills students will need to thrive. The disruption is demanding new approaches from universities and Bond University is excelling in this regard.

The Transformation programs are pivotal initiatives, enabling students to develop a positive and proactive multi-disciplinary approach to navigating the future as well as preparing them to respond to new and future challenges."



**Nick Bobir**  
Managing Director, The Chiefs Esports Club

"Esports is all about rapid growth and using established fundamental practices whilst quickly understanding and adapting to new technological and social changes. It's critical that we have open minded team members who can explore innovative ideas in an ever-changing market. This is a core component of many technological based industries. Bond University's Transformation Degrees are helping students to develop the qualities required to excel in the market."