

Bond Business School STRUCTURES
SPECIALISATIONS in the BOND BUSINESS SCHOOL

SRC-467	Data Analytics Specialisation	Major, minor and specialisation study areas
SRC-470	Finance Specialisation	
SRC-471	Marketing Specialisation	
SRC-472	International Business Specialisation	
SRC-479	Tourism & Hotel Management Specialisation	
SRC-512	Health Management Specialisation	

SRC-467 40 CP Data Analytics Specialisation

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.

You must complete the following subject:

Semester	Code	Title	Assumed Knowledge	Requisite
J/S	DTSC71-200	Data Science		

Plus three subjects from the following options:

M/S	ACSC71-307	Survival Analysis		ACSC71-200
J/S	DTSC71-100	Business Analytics Coding		
S	DTSC71-110	Cyber and Fraud Threats in Organisations		
J/S	DTSC71-300	Infrastructure for Data Analytics	STAT71-112	DTSC71-200
M	DTSC71-301	Applied Machine Learning	STAT71-112	DTSC71-200
M	DTSC71-302	Statistical Learning and Regression Models	ECON71-200, DTSC71-200	
J/M/S	ECON71-200	Linear Models and Applied Econometrics		
S	ECON71-300	Advanced Econometrics		ECON71-200

SRC-470 40 CP Finance Specialisation

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.

You must complete the following two subjects:

J/S	FINC71-601	Corporate Finance	FINC71-101	
J/S	FINC71-607	International Financial Management	FINC71-101	

Plus two subjects from the following options:

M	FINC71-302	Finance Applications and Analysis	FINC11-101 or FINC71-101	
S	FINC71-305	Financial Derivatives	FINC71-101	
J/S	FINC71-318	Personal Finance		
J/M	FINC71-603	Investments	FINC71-101	
M	FINC71-604	Capital Markets	FINC71-101	
	FINC71-614	Mergers and Acquisitions	FINC71-101	

SRC-471 40 CP Marketing Specialisation

The Marketing specialisation incorporates the most current industry-relevant research with applications to market research and analysis, customer analysis and relationship management, communication strategies and the use of digital and social media 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

You must complete four subjects from the following options:

J	MKTG71-312	Internet and Social Media Marketing	MKTG71-104 or MKTG71-600	
M/S	MKTG71-600	Marketing Fundamentals		
	MKTG71-601	Customer Analysis	MKTG71-104 or MKTG71-600	
M	MKTG71-602	Market Research	MKTG71-104 or MKTG71-600	
J	MKTG71-604	Communication Strategies	MKTG71-104 or MKTG71-600	

SRC-472	40 CP	International Business Specialisation		
<p>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.</p>				
Semester	Code	Title	Assumed Knowledge	Requisite
<p>You must complete four subjects from the following options:</p>				
J/M	ECON71-303	International Trade	ECON71-100	
J/S	FINC71-607	International Financial Management	FINC71-101	
S	IBUS71-610	Doing Business Globally		
S	MGMT71-301	International Human Resource Management		
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>You must complete the following three subjects:</p>				
M	HRTM71-205	Strategic Pricing and Revenue Management	MKTG71-104 or MKTG71-600, ACCT71-100	
M	HRTM71-206	Tourism Analysis and Evaluation		
M	HRTM71-212	WHS Risk Management		
<p>Plus one subjects from the following options:</p>				
J/S	HRTM71-214	Adventure Tourism		
J	HRTM71-220	Sustainable Tourism and Indigenous Cultures		
SRC-512	40 CP	Health Management Specialisation		
<p>The Health Management specialisation incorporates the most current industry-relevant research with applications in health analytics, systems and management. This specialisation is designed to assist and inform healthcare professionals and other healthcare providers transitioning to senior management roles. As a cross-faculty specialisation, Business students will engage with a range of healthcare professionals and researchers within the Healthcare Innovations program and the Faculty of Health Sciences & Medicine.</p>				
<p>Students must choose forty credit points (40CP) of subjects from the following electives from the following options:</p>				
J/S	HPER71-110	Evidence Based Practice and Policy		
J/S	HPER71-111	Health Systems: Australia and International		
M	HPER71-112	Knowledge Translation in Healthcare		
J/M	HPER71-114	Educating the Health Workforce		
M	HPER71-116	Planetary Health		
S	HPER71-117	Sustainable Healthcare		