

Bond Business School STRUCTURES				
MAJORS and Minors in the BOND BUSINESS SCHOOL				
ACCT	60CP	ACCOUNTING MAJOR		
<p>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.</p>				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following sixty credit points (60CP) of subjects:				
J/M	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100   FINC11-101	
M/S	ACCT12-203	Taxation Practice	ACCT11-100   LAWS10-100   LAWS11-105   LAWS11-110	
J/S	ACCT12-211	Accounting Information Systems	ACCT11-100	
M/S	ACCT13-303	Advanced Financial Accounting and Reporting	ACCT12-202	
J/S	ACCT13-305	Auditing	ACCT12-202	
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102   ACCT12-202   ACCT12-211	
ZACCT	40CP	Minor - Accounting		
<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>				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following thirty credit points (30CP) of subjects:				
J/M	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100   FINC11-101	
J/S	ACCT12-211	Accounting Information Systems	ACCT11-100	
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102   ACCT12-202   ACCT12-211	
Students must choose ten credit points (10CP) from the following Accounting Option:				
M/S	ACCT12-203	Taxation Practice	ACCT11-100   LAWS10-100   LAWS11-105   LAWS11-110	
M/S	ACCT13-303	Advanced Financial Accounting and Reporting	ACCT12-202	
J/S	ACCT13-305	Auditing	ACCT12-202	
ZANAC	40CP	Minor - Accounting Analytics		
<p>A minor in accounting analytics from Bond University sets you up to take on roles in a range of business environments. In addition to a foundation in accounting principles, the minor sets you up with the skills to analyse accounting systems and investigate audit processes, making you a valuable contributor to any business or business consultancy.</p>				
Students must complete the following forty-credit points (40CP) of subjects:				
M/S	ACCT11-102	Management Accounting	ACCT11-100	
J/M	ACCT12-202	Financial Accounting and Company Reporting	ACCT11-100   FINC11-101	
J/S	ACCT12-211	Accounting Information Systems	ACCT11-100	
J/S	ACCT13-306	Data Analytics for Accountants	ACCT11-102   ACCT12-202   ACCT12-211	

ACSC 60CP ACTUARIAL SCIENCE MAJOR				
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.				
Students must complete the following sixty credit points (60CP) of subjects:				
M/S	ACSC12-200	Mathematical Statistics	STAT11-112	
J/M	ACSC12-201	Financial Mathematics	STAT11-112	
J/M	ACSC13-301	Contingencies		ACSC12-201
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-201
J/S	ACSC13-306	Stochastic Processes	ECON12-200   STAT11-112	ACSC12-200
M/S	ACSC13-307	Survival Analysis		ACSC12-200
ZACSC 40CP Minor - Actuarial Science				
Actuaries evaluate risk and opportunity – applying mathematical, statistical, economic and financial analyses to a wide range of business problems. The actuarial science minor covers some of the Foundations (Part I) program of the actuarial accreditation syllabus. These topics cover mathematical and statistical modelling.				
Students must complete the following twenty credit points (20CP) of subjects:				
M/S	ACSC12-200	Mathematical Statistics	STAT11-112	
J/M	ACSC12-201	Financial Mathematics	STAT11-112	
Students must choose twenty credit points (20CP) from the following Actuarial Science Option:				
J/M	ACSC13-301	Contingencies		ACSC12-201
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-201
J/S	ACSC13-306	Stochastic Processes	ECON12-200   STAT11-112	ACSC12-200
M/S	ACSC13-307	Survival Analysis		ACSC12-200

DTSC		60CP	DATA ANALYTICS MAJOR		
The Data Analytics 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.					
Students must complete the following thirty credit points (30CP) of subjects.					
J/S	DTSC12-200	Data Science			
M/S	DTSC13-302	Statistical Learning and Regression Models	DTSC12-200   ECON12-200		
J/S	DTSC13-304	Applied Data Analytics Project			DTSC13-302
Students must choose thirty credit points (30CP) from the Data Analytic Options					
M/S	ACSC13-307	Survival Analysis			ACSC12-200
J/S	DTSC11-100	Business Analytics Coding			
S	DTSC11-110	Cyber and Fraud Threats in Organisations			
J/S	DTSC13-300	Infrastructure for Data Analytics	STAT11-112		
J/M	DTSC13-301	Deep Learning Through Neural Networks	STAT11-112		DTSC12-200
S	DTSC13-305	Financial Trading Systems	DTSC12-200		
S	DTSC13-306	Modern Machine Learning Models	DTSC11-100   DTSC12-200		
S	DTSC13-307	Advanced Statistical Learning Models			DTSC13-302
S	ECON13-300	Advanced Econometrics	ECON12-200		
ZDTSC	40CP	Minor - Data Analytics			
The Data Analytics minor 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.					
Students must complete the following twenty-credit points (20CP) of subjects.					
J/S	DTSC12-200	Data Science			
M/S	DTSC13-302	Statistical Learning and Regression Models	DTSC12-200   ECON12-200		
Students must choose twenty credit points (20CP) of subjects from the Data Analytic optic					
M/S	ACSC13-307	Survival Analysis			ACSC12-200
J/S	DTSC11-100	Business Analytics Coding			
S	DTSC11-110	Cyber and Fraud Threats in Organisations			
J/S	DTSC13-300	Infrastructure for Data Analytics	STAT11-112		
J/M	DTSC13-301	Deep Learning Through Neural Networks	STAT11-112		DTSC12-200
J/S	DTSC13-304	Applied Data Analytics Project			DTSC13-302
S	DTSC13-306	Modern Machine Learning Models	DTSC11-100   DTSC12-200		
S	DTSC13-307	Advanced Statistical Learning Models			DTSC13-302
S	ECON13-300	Advanced Econometrics	ECON12-200		

ECON		60CP	ECONOMICS MAJOR	
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 major in economics focuses on 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 of clear-headed logic. It involves the use of mathematical and statistical tools whenever possible to assist in this analysis.				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following forty credit points (40CP) of subjects:				
S	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
J/M/S	ECON12-202	Macroeconomics	ECON11-100	
S	ECON13-300	Advanced Econometrics	ECON12-200	
M	ECON13-302	Business Conditions Analysis	ECON12-202	
Students must choose twenty credit points (20CP) from the following Economic option:				
J/M/S	BUSN13-700	Business Internship A		
J	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201   STAT11-112	
J/M	ECON13-303	International Trade	ECON11-100	
S	ECON13-305	Money and Monetary Policy	ECON12-202	
ZECON		40CP	Minor - Economics	
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.				
Students must complete the following forty credit points (40CP) of subjects:				
S	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
J/M/S	ECON12-202	Macroeconomics	ECON11-100	
S	ECON13-300	Advanced Econometrics	ECON12-200	
M	ECON13-302	Business Conditions Analysis	ECON12-202	
ZANEC		40CP	Minor - Economic Modelling and Analysis	
A minor in economic modelling and analysis sets you up to take on a range of roles in business and public policy analysis. In addition to basic micro- and macroeconomic theories, you will develop econometric skills which allow you to make sense of economic trends and inter-relationships which will make you a valuable member of any economic analysis team.				
Students must complete the following forty-credit points (40CP) of subjects.				
S	ECON12-201	Markets and Corporate Behaviour	ECON11-100	
J/M/S	ECON12-202	Macroeconomics	ECON11-100	
J	ECON13-301	Game Theory and Strategic Decision Making	ECON12-201   STAT11-112	
M	ECON13-302	Business Conditions Analysis	ECON12-202	

FINC		60CP	FINANCE MAJOR	
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.				
<b>Students must complete the following forty credit points (40CP) of subjects:</b>				
J/S	FINC13-301	Advanced Corporate Finance	FINC11-101	
J/M	FINC13-303	Portfolio Analysis and Investments	FINC11-101   FINC12-200   STAT11-112	
M/S	FINC13-304	Financial Institutions and Risk Management	FINC11-101	
J/S	FINC13-307	International Finance	FINC11-101	
<b>Students must choose twenty credit points (20CP) from the following Finance option:</b>				
J/M	ACSC12-201	Financial Mathematics	STAT11-112	
J/S	ACSC13-305	Actuarial and Financial Models		ACSC12-201
J/M/S	BUSN13-700	Business Internship A		
S	DTSC13-305	Financial Trading Systems	DTSC12-200	
M	ENFB13-305	Entrepreneurial Finance		
J/S	FINC12-202	Personal Finance		
M	FINC13-305	Financial Derivatives	FINC11-101   FINC12-200   FINC13-303	
ZFINC		40CP	Minor - Finance	
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.				
Semester	Code	Title	Assumed Knowledge	Requisite
<b>Students must complete the following forty credit points (40CP) of subjects:</b>				
J/S	FINC13-301	Advanced Corporate Finance	FINC11-101	
J/M	FINC13-303	Portfolio Analysis and Investments	FINC11-101   FINC12-200   STAT11-112	
M/S	FINC13-304	Financial Institutions and Risk Management	FINC11-101	
J/S	FINC13-307	International Finance	FINC11-101	
ZANQF		40CP	Minor - Quantitative Finance	
A minor in quantitative finance provides training in the understanding of market trends, accurate pricing of financial instruments and modelling of business cycles. You will develop skills in econometric and time series analysis that will allow you to understand and investigate a range of investment and hedging strategies for the purpose of wealth creation.				
<b>Students must complete the following forty-credit points (40CP) of subjects:</b>				
J/M/S	FINC12-201	Financial Applications and Analysis	FINC11-101	
J/M	FINC13-303	Portfolio Analysis and Investments	FINC11-101   FINC12-200   STAT11-112	
M/S	FINC13-304	Financial Institutions and Risk Management	FINC11-101	
J/S	FINC13-307	International Finance	FINC11-101	

ENTI 60CP ENTREPRENEURSHIP AND INNOVATION MAJOR				
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.				
Students must complete the following forty credit points (40CP) of subjects:				
J	ENFB13-304	New Venture Planning		
M	ENFB13-305	Entrepreneurial Finance		
M/S	MGMT13-311	Leading Innovation and Change	CORE11-002   CORE11-013	
M/S	MGMT13-328	Strategic Management		
Students must choose twenty credit points (20CP) from the following Entrepreneurship and Innovation option:				
J/M/S	BUSN13-700	Business Internship A		
S	COLB12-120	Design: Process, Methods and Mindsets		
J/S	MGMT13-321	Negotiation	CORE11-002   MGMT11-101	
M/S	MKTG13-303	Market Research	MKTG11-100	
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	
ZENTI 40CP Minor - Entrepreneurship and Innovation				
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.				
Students must complete the following twenty credit points (20CP) of subjects:				
J	ENFB13-304	New Venture Planning		
M	ENFB13-305	Entrepreneurial Finance		
Students must choose ten credit points (20CP) from the following Entrepreneurship and Innovation Option:				
S	COLB12-120	Design: Process, Methods and Mindsets		
M/S	MGMT13-311	Leading Innovation and Change	CORE11-002   CORE11-013	
J/S	MGMT13-321	Negotiation	CORE11-002   MGMT11-101	
M/S	MGMT13-328	Strategic Management		
M/S	MKTG13-303	Market Research	MKTG11-100	
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	

IBUS		60CP	INTERNATIONAL BUSINESS MAJOR	
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.				
Students must complete the following fifty credit points (50CP) of subjects:				
J/M	ECON13-303	International Trade	ECON11-100	
J/S	FINC13-307	International Finance	FINC11-101	
J/M/S	MGMT12-201	International Business		
J/M	MGMT13-324	Cross Cultural Management	CORE11-002   MGMT11-101	
J/S	MKTG13-301	International Marketing	MKTG11-100	
Students must choose ten credit points (10CP) from the following International Business Option:				
J/M/S	BUSN13-700	Business Internship A		
M/S	MGMT13-328	Strategic Management		
ZIBUS		40CP	Minor - International Business	
The International Business minor prepares students for a variety of roles in today's fast-changing and ever-more competitive international business environment. The subjects offered in this minor develop theoretical and practical knowledge that underpin success in international trade.				
Students must complete the following ten-credit point (10CP) subject.				
J/M/S	MGMT12-201	International Business		
Students must complete the following thirty credit points (30CP) of subjects:				
J/M	ECON13-303	International Trade	ECON11-100	
J/S	FINC13-307	International Finance	FINC11-101	
J/M	MGMT13-324	Cross Cultural Management	CORE11-002   MGMT11-101	
J/S	MKTG13-301	International Marketing	MKTG11-100	

MGMT		60CP	MANAGEMENT MAJOR	
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.				
Semester	Code	Title	Assumed Knowledge	Requisite
Students must complete the following forty credit points (40CP) of subjects:				
M/S	MGMT13-311	Leading Innovation and Change	CORE11-002   CORE11-013	
J	MGMT13-320	Ethical and Responsible Leadership		
J/S	MGMT13-321	Negotiation	CORE11-002   MGMT11-101	
M/S	MGMT13-328	Strategic Management		
Students must choose twenty credit points (20CP) from the following Management Option:				
M/S	BUSN12-200	Responsible and Sustainable Organisations		
J/M/S	BUSN13-700	Business Internship A		
J/M	MGMT13-324	Cross Cultural Management	CORE11-002   MGMT11-101	
ZMGMT	40CP	Minor - Management		
This minor provides students with a wide body of knowledge, skills and strategies that are critical to long-term organisational success. The scope of subjects covered in the Management Minor provides students with the ability to identify strategic problems and develop viable solutions for a range of organisational issues.				
Students must complete the following forty credit points (40CP) of subjects:				
M/S	MGMT13-311	Leading Innovation and Change	CORE11-002   CORE11-013	
J	MGMT13-320	Ethical and Responsible Leadership		
J/S	MGMT13-321	Negotiation	CORE11-002   MGMT11-101	
M/S	MGMT13-328	Strategic Management		



MKTG 60CP MARKETING MAJOR				
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.				
Students must complete the following forty credit points (40CP) of subjects:				
J/S	MKTG12-205	Consumer Experiences and Behaviour	MKTG11-100	
J/M	MKTG13-302	Integrated Marketing Communications	MKTG11-100	
M/S	MKTG13-303	Market Research	MKTG11-100	
M/S	MKTG13-320	Strategic Marketing	MKTG11-100   MKTG13-303	
Students must choose twenty credit points (20CP) from the following Marketing Option:				
J/M/S	BUSN13-700	Business Internship A		
J/S	MKTG13-301	International Marketing	MKTG11-100	
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	
S	MKTG13-315	Marketing Analytics	MKTG11-100   MKTG13-303	
ZMKTG 40CP Minor - Marketing				
This minor develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies.				
Students must choose forty credit points (40CP) from the following Marketing Option:				
J/S	MKTG12-205	Consumer Experiences and Behaviour	MKTG11-100	
J/S	MKTG13-301	International Marketing	MKTG11-100	
J/M	MKTG13-302	Integrated Marketing Communications	MKTG11-100	
M/S	MKTG13-303	Market Research	MKTG11-100	
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	
S	MKTG13-315	Marketing Analytics	MKTG11-100   MKTG13-303	
M/S	MKTG13-320	Strategic Marketing	MKTG11-100   MKTG13-303	
ZANMK 40CP Minor - Marketing Analytics				
A minor in market analytics provides a detailed background into the theory and practice of quantitative aspects of marketing and advertising. You will develop skills in monitoring trends in consumer sentiment and purchase patterns as well as targeting campaigns to optimise marketing resources and increase sales.				
Students must complete the following twenty-credit points (20CP) of subjects.				
M/S	MKTG13-303	Market Research	MKTG11-100	
S	MKTG13-315	Marketing Analytics	MKTG11-100   MKTG13-303	
Students must choose twenty credit points (20CP) of subjects from the Data Analytic optic				
J/M	MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100	
S	MKTG13-314	Social Media Marketing	MKTG13-312	
M/S	MKTG13-320	Strategic Marketing	MKTG11-100   MKTG13-303	

MCOM		60CP	MARKETING COMMUNICATION MAJOR	
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.				
Students must complete the following twenty credit points (20CP) of subjects:				
J/M/S	COMN11-101	Introduction to Communication		
J/M	MKTG13-302	Integrated Marketing Communications	MKTG11-100	
Students must choose twenty credit points (20CP) from the following Advertising and Public Relations Option:				
J/M/S	ADVT11-100	Introduction to Advertising		
J/M/S	PUBR11-100	Introduction to Public Relations		
Students must choose twenty credit points (20CP) from the following Marketing Communication Option:				
M	ADVT12-200	Copywriting for Advertising	ADVT11-100	
J	ADVT12-241	Understanding Audiences and Media in Advertising	ADVT11-100	
S	ADVT13-101	Advertising, Branding and Popular Culture	ADVT11-100	
S	PUBR12-235	Media Strategies	PUBR11-100	
J	PUBR12-250	Corporate Storytelling	PUBR11-100	
J	PUBR13-312	Public Relations Campaigns and Strategies		PUBR11-100
Students taking the Marketing Communication major MUST Choose <a href="#">Advertising Principles and Practice (ADVT11-100)</a> before taking either Advertising, Brand Image and Cultural Space (ADVT13-101) or Media Relations (PUBR12-235).				
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).				
ZMCOM		40CP	Minor - Marketing Communication	
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.				
Students must complete the following twenty credit points (20CP) of subjects:				
J/M/S	COMN11-101	Introduction to Communication		
J/M	MKTG13-302	Integrated Marketing Communications	MKTG11-100	
Students must choose ten credit points (10CP) of the following Advertising and Public Relations Option:				
J/M/S	ADVT11-100	Introduction to Advertising		
J/M/S	PUBR11-100	Introduction to Public Relations		
Students must choose ten credit points (10CP) of the following Marketing Communication Option:				
M	ADVT12-200	Copywriting for Advertising	ADVT11-100	
J	ADVT12-241	Understanding Audiences and Media in Advertising	ADVT11-100	
S	ADVT13-101	Advertising, Branding and Popular Culture	ADVT11-100	
S	PUBR12-235	Media Strategies	PUBR11-100	
J	PUBR12-250	Corporate Storytelling	PUBR11-100	
J	PUBR13-312	Public Relations Campaigns and Strategies		PUBR11-100

ZANSP		40CP	Minor - Sport Analytics		
A minor in sport analytics will develop key skills in the management, promotion and understanding of the role of sport in society. You will investigate both professional level sporting activities and grass-roots level sporting organisations and their importance to local culture.					
Students must complete the following forty-credit points (40CP) of subjects.					
M	DTSC12-210	Sport Data Analytics			
J	SPMT11-115	Sport Organisation, Governance and Policy			
J	SPMT12-121	Sport Development			
J	SPMT13-125	Managing High Performance Sport			
TOUM		60CP	TOURISM MANAGEMENT MAJOR		
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.					
Semester	Code	Title	Assumed Knowledge	Assumed Knowledge	Requisite
Students must complete the following sixty credit points (60CP) of subjects:					
J	BUSN12-201	Event Management			
J	HRTM12-201	International Food and Beverage Management			
M	HRTM12-203	Guest Service Experience Management			
M	HRTM12-205	Revenue Management	ACCT11-100   MKTG11-100		
M	HRTM11-107	Visitor Experience Management			
J	HRTM12-220	Sustainable Tourism and Indigenous Culture			
ZTOUM		40CP	Minor - Tourism Management		
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.					
Semester	Code	Title	Assumed Knowledge	Assumed Knowledge	Requisite
Students must choose forty credit points (40CP) from the following Tourism and Hotel Management option:					
J	BUSN12-201	Event Management			
M	HRTM12-203	Guest Service Experience Management			
J	HRTM12-204	Tourism: The Business of Happiness			
M	HRTM12-205	Revenue Management	ACCT11-100   MKTG11-100		
M	HRTM12-206	Tourism Analysis and Evaluation			
M	HRTM11-107	Visitor Experience Management			
J	HRTM12-220	Sustainable Tourism and Indigenous Culture			

ZSUST		40CP	Minor - Sustainability		
Balancing economic, environmental, and social needs is a complex challenge often described as a "wicked problem." A sustainability minor can equip you with the knowledge and skills to address these multifaceted issues, enabling businesses to contribute positively to society while managing risks and identifying opportunities. The sustainability minor provides a solid grounding in Sustainable Development Goals (SDGs), environmental social governance (ESG) analysis and strategy, and Indigenous perspectives. Additionally, you can explore sustainability through the lenses of law, health, project management, tourism, and United Nations considerations, preparing you to make a real-world impact across various industries.					
Students must complete the following ten-credit point (10CP) subject.					
M/S	BUSN12-200	Responsible and Sustainable Organisations			
Students must choose thirty credit points (30CP) from the following Sustainable Options:					
S	BMED12-123	Global Health Issues			
J/S	GLBE11-100	Climate Change and the Future World			
M/S	HPER11-101	Australia's Health Issues and Priorities			
J	HRTM12-220	Sustainable Tourism and Indigenous Culture			
S	INTR12-203	The United Nations			
J/M/S	LAWS13-115	Contemporary Issues in Law and Society			
M	LAWS13-121	Climate Law in Context			
J/S	SSUD11-102	Sustainable Development and Society			
J/S	SSUD12-103	Managing Projects Sustainably			
ZANHS		40CP	Minor - Health System Analytics		
A minor in health system analytics provides a solid background in the important drivers of the health system. You will develop skills to aid health network administrators increase efficiency, understand population medical trends and assess potential clinical interventions.					
Students must complete the following twenty-credit points (20CP) of subjects.					
M/S	HPER11-101	Australia's Health Issues and Priorities			
J	HPER12-101	Health Research Methods			
Students must choose twenty credit points (20CP) of subjects from the Data Analytic optic					
S	BMED12-123	Global Health Issues			
M	HPER11-103	Health Systems			
S	HPER12-103	Health Communication			
	HPER13-100	Evidence in Healthcare: Practice and Policy			
	HPER13-101	Drivers for Healthcare Change			
ZANPS		40CP	Minor - Psychometrics		
A minor in psychometrics provides a grounding in the experimental design and analysis principles employed in psychological research. You will develop the skills necessary to be an important part of the planning and analysis of psychology and other allied health related quantitative research and testing.					
Students must complete the following forty-credit points (40CP) of subjects.					
J/M	PSYC11-101	Foundations of Psychology: Development, Learning and			
J/S	PSYC11-105	Statistics and Data Analysis 1			
M	PSYC12-200	Statistics and Data Analysis 2			PSYC11-105
S	PSYC13-345	Statistics and Data Analysis 3			PSYC12-200