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[illegible]

| DTSC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Major - Data Analytics                                  |                         |                                                 |           |
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| Subjects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Subject Title                                           | Assumed Knowledge       | Requisites                                      | Available |
| Required Subjects 50                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Students must complete the following 50 CP of subjects. |                         |                                                 |           |
| DTSC12-200                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Data Science                                            |                         |                                                 | J   S     |
| DTSC13-301                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Deep Learning Through Neural Networks                   | STAT11-112              | DTSC12-200                                      | J   M     |
| DTSC13-302                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Statistical Learning and Regression Models              | DTSC12-200   ECON12-200 |                                                 | M   S     |
| DTSC13-304                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Applied Data Analytics Project                          |                         | DTSC13-302   Co-Req<br>DTSC13-301 or DTSC13-306 | J   S     |
| DTSC13-306                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Modern Machine Learning Models                          | DTSC11-100   DTSC12-200 |                                                 | S         |
| Data Analytics Options 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                         |                         |                                                 |           |
| ACSC13-307                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Survival Analysis                                       |                         | ACSC12-200                                      | M   S     |
| DTSC11-100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Business Analytics Coding                               |                         |                                                 | J   S     |
| DTSC11-110                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Cyber and Fraud Threats in Organisations                |                         |                                                 | S         |
| DTSC12-210                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Sport Data Analytics                                    |                         |                                                 | M         |
| DTSC13-300                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Infrastructure for Data Analytics                       | STAT11-112              |                                                 | J   S     |
| DTSC13-305                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Financial Trading Systems                               | DTSC12-200              |                                                 | S         |
| DTSC13-307                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Advanced Statistical Learning Models                    |                         | DTSC13-302                                      | S         |
| ECON13-300                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Advanced Econometrics                                   | ECON12-200              |                                                 | S         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                         |                         |                                                 |           |
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| Structure Overview                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                         |                         |                                                 | Version 4 |
| <p>The Data Analytics Major comprises 50 credit points of Required Subjects and 10 credit points of Data Analytics Options, totalling 60 credit points. The major develops advanced capabilities in data science, machine learning, statistical modelling, pattern recognition, data infrastructure, coding, and applied analytics through the analysis of real-world datasets, preparing graduates to apply data-driven solutions to complex business and industry problems.</p>                                                             |                                                         |                         |                                                 |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Assumed Knowledge                                       |                         |                                                 |           |
| <p>Assumed knowledge is the minimum level of knowledge of a subject area that students are assumed to have acquired through previous study. It is the responsibility of students to ensure they meet the assumed knowledge expectations of a specified subject. Students who do not possess this prior knowledge are strongly recommended against enrolling and do so at their own risk. No concessions will be made for students' lack of prior knowledge. Please check for all requirements on your subject outline prior to enrolment.</p> |                                                         |                         |                                                 |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Additional Notes                                        |                         |                                                 |           |
| <p>The Data Analytics Major provides a comprehensive survey of the concepts and applications of modern machine learning and data analytics. The curriculum combines analytical coding, advanced statistical modelling, pattern recognition algorithms, and practical industry applications, ensuring graduates are well prepared to extract insights from data and create value through evidence-based decision-making.</p>                                                                                                                   |                                                         |                         |                                                 |           |



| FINC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Major - Finance                                                                     |                                      |            |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------|------------|-----------|
| Subjects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Subject Title                                                                       | Assumed Knowledge                    | Requisites | Available |
| Required Subjects 40                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Students must complete the following 40 CP of subjects.                             |                                      |            |           |
| FINC13-301                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Advanced Corporate Finance                                                          | FINC11-101                           |            | J   S     |
| FINC13-303                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Portfolio Analysis and Investments                                                  | FINC11-101   FINC12-200   STAT11-112 |            | J   M     |
| FINC13-304                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Financial Institutions and Risk Management                                          | FINC11-101                           |            | M   S     |
| FINC13-307                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | International Finance                                                               | FINC11-101                           |            | J   S     |
| Finance Option 20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Students must choose twenty credit points (20CP) from the following Finance option: |                                      |            |           |
| ACSC12-201                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Financial Mathematics                                                               | STAT11-112                           |            | J   M     |
| ACSC13-305                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Actuarial and Financial Models                                                      |                                      | ACSC12-201 | J   S     |
| BUSN13-700                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Business Internship A                                                               |                                      |            | J   M   S |
| DTSC13-305                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Financial Trading Systems                                                           | DTSC12-200                           |            | S         |
| ENFB13-305                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Entrepreneurial Finance                                                             |                                      |            | M         |
| FINC12-202                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Personal Finance                                                                    |                                      |            | J   S     |
| FINC13-305                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Financial Derivatives                                                               | FINC13-303                           |            | M         |
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| Structure Overview                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                     |                                      |            | Version 9 |
| The Data Analytics Major comprises 50 credit points of Required Subjects and 10 credit points of Data Analytics Options, totalling 60 credit points. The major develops advanced capabilities in data science, machine learning, statistical modelling, pattern recognition, data infrastructure, coding, and applied analytics through the analysis of real-world datasets, preparing graduates to apply data-driven solutions to complex business and industry problems.                                                             |                                                                                     |                                      |            |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Assumed Knowledge                                                                   |                                      |            |           |
| Assumed knowledge is the minimum level of knowledge of a subject area that students are assumed to have acquired through previous study. It is the responsibility of students to ensure they meet the assumed knowledge expectations of a specified subject. Students who do not possess this prior knowledge are strongly recommended against enrolling and do so at their own risk. No concessions will be made for students' lack of prior knowledge. Please check for all requirements on your subject outline prior to enrolment. |                                                                                     |                                      |            |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Additional Notes                                                                    |                                      |            |           |
| The Data Analytics Major provides a comprehensive survey of the concepts and applications of modern machine learning and data analytics. The curriculum combines analytical coding, advanced statistical modelling, pattern recognition algorithms, and practical industry applications, ensuring graduates are well prepared to extract insights from data and create value through evidence-based decision-making.                                                                                                                   |                                                                                     |                                      |            |           |



| MCOM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Major - Marketing Communication                                                                         |                   |            |           |
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| Subjects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Subject Title                                                                                           | Assumed Knowledge | Requisites | Available |
| Required Subjects 20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Students must complete the following 20 CP of subjects.                                                 |                   |            |           |
| COMN11-101                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Introduction to Communication                                                                           |                   |            | JMS       |
| MKTG13-302                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Integrated Marketing Communications                                                                     | MKTG11-100        |            | J   M     |
| Advertising and Public Relations Option 10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Students must choose ten credit points (10CP) of the following Advertising and Public Relations Option: |                   |            |           |
| ADVT11-100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Introduction to Advertising                                                                             |                   |            | JMS       |
| PUBR11-100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Introduction to Public Relations                                                                        |                   |            | JMS       |
| Marketing Communication Option 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Students must choose twenty credit points (30CP) from the following Marketing Communication Option:     |                   |            |           |
| ADVT12-200                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Copywriting for Advertising                                                                             | ADVT11-100        |            | M         |
| ADVT12-241                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Understanding Audiences and Media in Advertising                                                        | ADVT11-100        |            | J         |
| ADVT13-101                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Advertising, Branding and Popular Culture                                                               | ADVT11-100        |            | S         |
| PUBR12-235                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Media Strategies                                                                                        | PUBR11-100        |            | S         |
| PUBR12-250                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                         | PUBR11-100        |            |           |
| PUBR13-312                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                         |                   | PUBR11-100 |           |
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| Structure Overview                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                         |                   |            | Version 1 |
| <p>The Marketing Communication Major comprises 20 credit points of Required Subjects, 10 credit points from the Advertising and Public Relations Option, and 30 credit points from the Marketing Communication Option, totalling 60 credit points. The major develops advanced capabilities in strategic communication, public relations, advertising, digital communication, integrated marketing communications, campaign development, and media strategy. Through case study analysis, campaign creation, and hands-on skill development, students build industry expertise, creativity, critical thinking, and presentation skills, preparing graduates for diverse careers in marketing communications, advertising, public relations, and digital media</p> |                                                                                                         |                   |            |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Assumed Knowledge                                                                                       |                   |            |           |
| <p>Assumed knowledge is the minimum level of knowledge of a subject area that students are assumed to have acquired through previous study. It is the responsibility of students to ensure they meet the assumed knowledge expectations of a specified subject. Students who do not possess this prior knowledge are strongly recommended against enrolling and do so at their own risk. No concessions will be made for students' lack of prior knowledge. Please check for all requirements on your subject outline prior to enrolment.</p>                                                                                                                                                                                                                     |                                                                                                         |                   |            |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Additional Notes                                                                                        |                   |            |           |
| <p>Students complete core subjects including Introduction to Communication and Integrated Marketing Communications, together with studies in Advertising Principles and Practice and Public Relations Principles and Practice. Students further develop expertise through subjects such as Copywriting for Advertising, Understanding Audiences and Media in Advertising, Advertising, Branding and Popular Culture, Media Relations, Public Relations Writing, Corporate Storytelling, Media Strategies, and Public Relations Campaigns and Strategies.</p>                                                                                                                                                                                                      |                                                                                                         |                   |            |           |



| MKTG                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Major - Marketing                                                                     |                         |            |           |
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| Subjects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Subject Title                                                                         | Assumed Knowledge       | Requisites | Available |
| Required Subjects 40                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Students must complete the following 40 CP of subjects.                               |                         |            |           |
| MKTG12-205                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Consumer Experiences and Behaviours                                                   | MKTG11-100              |            | J   S     |
| MKTG13-302                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Integrated Marketing Communications                                                   | MKTG11-100              |            | J   M     |
| MKTG13-303                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Market Research                                                                       | MKTG11-100              |            | M   S     |
| MKTG13-320                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Strategic Marketing                                                                   | MKTG11-100   MKTG13-303 |            | M   S     |
| Marketing Option 20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Students must choose twenty credit points (20CP) from the following Marketing Option: |                         |            |           |
| BUSN13-700                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Business Internship A                                                                 |                         |            | J   M   S |
| MKTG13-301                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | International Marketing                                                               | MKTG11-100              |            | J   S     |
| MKTG13-312                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Digital Marketing for Customer Engagement                                             | MKTG11-100              |            | J   M     |
| MKTG13-314                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Social Media Marketing                                                                | MKTG13-312              |            | S         |
| MKTG13-315                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Marketing Analytics                                                                   | MKTG11-100   MKTG13-303 |            | M   S     |
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| Structure Overview                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                       |                         |            | Version 6 |
| <p>The Marketing Major comprises 40 credit points of Required Subjects and 20 credit points of Marketing Options, totalling 60 credit points. The major develops students' knowledge, skills, and practical experience in designing and implementing market-driven, value-creation marketing strategies underpinned by a strong understanding of consumer and buyer behaviour. Students develop expertise in consumer behaviour, integrated marketing communications, market research, strategic marketing, digital marketing, social media marketing, marketing analytics, and international marketing, preparing graduates for careers across marketing, brand management, market research, digital marketing, and business development.</p> |                                                                                       |                         |            |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Assumed Knowledge                                                                     |                         |            |           |
| <p>Assumed knowledge is the minimum level of knowledge of a subject area that students are assumed to have acquired through previous study. It is the responsibility of students to ensure they meet the assumed knowledge expectations of a specified subject. Students who do not possess this prior knowledge are strongly recommended against enrolling and do so at their own risk. No concessions will be made for students' lack of prior knowledge. Please check for all requirements on your subject outline prior to enrolment.</p>                                                                                                                                                                                                  |                                                                                       |                         |            |           |
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