

SRC-467	Data Analytics Specialisation (Specialisation)			
Subjects	Subject Title	Assumed Knowledge	Requisites	Available
Required Subjects 10	Students must complete the following 10 CP of subjects.			
DTSC71-200	Data Science			J S
Data Analytics Options 30	Students must choose thirty credit points (30CP) from the Data Analytic Options			
ACSC71-307	Survival Analysis		ACSC71-200	M S
DTSC71-100	Business Analytics Coding			J S
DTSC71-110	Cyber and Fraud Threats in Organisations			S
DTSC71-210	Sport Data Analytics			M
DTSC71-300	Infrastructure for Data Analytics	STAT71-112		J S
DTSC71-301	Deep Learning Through Neural Networks	STAT71-112	DTSC71-200	J M
DTSC71-302	Statistical Learning and Regression Models	DTSC71-200 ECON71-200		M S
DTSC71-305	Financial Trading Systems	DTSC71-200		S
DTSC71-306	Modern Machine Learning Models	DTSC71-100 DTSC71-200		S
DTSC71-307	Advanced Statistical Learning Models		DTSC71-302	S
ECON71-200	Linear Models and Applied Econometrics			J M S
ECON71-300	Advanced Econometrics		ECON71-200	S
Structure Overview				Version 4
The Data Analytics Specialisation comprises 10 credit points of Required Subjects and 30 credit points of Data Analytics Options, totalling 40 credit points. The specialisation develops advanced capabilities in data science, predictive analytics, machine learning, statistical modelling, econometrics, big data analysis, and data-driven decision-making, equipping students with the skills to analyse complex datasets and develop practical solutions to real-world organisational 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 Big Data specialisation incorporates the most current industry-relevant research with applications to data science, business analytics, and managing and analysing large data sets to support organisational needs. The specialisation develops capabilities in transforming complex data into actionable business insights and creating practical solutions for real-world problems.				

SRC-470	Finance Specialisation (Specialisation)			
Subjects	Subject Title	Assumed Knowledge	Requisites	Available
Required Subjects 20	Students must complete the following 20 CP of subjects.			
FINC71-301	Advanced Corporate Finance	FINC71-101		J S
FINC71-307	International Finance	FINC71-101		J S
Finance Option 20	Students must choose twenty credit points (20CP) from the following Finance option:			
ENFB71-305	Entrepreneurial Finance			M
FINC71-201	Financial Applications and Analysis	FINC71-101		J M S
FINC71-202	Personal Finance			J S
FINC71-303	Portfolio Analysis and Investments	FINC71-101 STAT71-112		J M
FINC71-304	Financial Institutions and Risk Management	FINC71-101		M S
FINC71-305	Financial Derivatives	FINC71-101 FINC71-303 FINC71-600		M
Structure Overview				Version 2
The Finance Specialisation comprises 20 credit points of Required Subjects and 20 credit points of Finance Options, totalling 40 credit points. The specialisation develops advanced capabilities in corporate finance, international finance, financial markets, investment analysis, financial risk management, financial derivatives, and entrepreneurial finance, enhancing students' analytical, planning, and decision-making skills for senior management and finance-related professional roles.				
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 Finance specialisation incorporates the most current industry-relevant research with applications to finance principles, financial markets, and corporate finance, and seeks to enhance graduates' planning, analytical, and interpersonal skills in preparation for senior management roles.				

SRC-471	Marketing Specialisation (Specialisation)			
Subjects	Subject Title	Assumed Knowledge	Requisites	Available
Marketing Option 40	Students must choose twenty credit points (40CP) from the following Marketing Option:			
MKTG71-100	Marketing Fundamentals			J S
MKTG71-205	Consumer Experiences and Behaviours	MKTG71-100		J S
MKTG71-302	Integrated Marketing Communications	MKTG71-100		J M
MKTG71-303	Market Research	MKTG71-100 MKTG71-600		M S
MKTG71-312	Digital Marketing for Customer Engagement	MKTG71-100 MKTG71-600		J M
MKTG71-314	Social Media Marketing	MKTG71-312		S
Structure Overview				Version 2
The Marketing Specialisation comprises 40 credit points of Marketing Options, totalling 40 credit points. The specialisation develops advanced capabilities in market research, consumer behaviour, integrated marketing communications, digital marketing, social media marketing, customer analysis, and communication strategy, enhancing graduates' planning, analytical, and interpersonal skills for senior marketing and management roles.				
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 Marketing specialisation incorporates the most current industry-relevant research with applications to market research and analysis, customer analysis and relationship management, communication strategies, and the use of digital and social media. The specialisation seeks to enhance graduates' planning, analytical, and interpersonal skills in preparation for senior management roles.				

SRC-472	International Business Specialisation (Specialisation)			
Subjects	Subject Title	Assumed Knowledge	Requisites	Available
Required Subjects 10	Students must complete the following 10 CP of subjects.			
MGMT71-201	International Business			J M S
International Business Option 30	Students must complete the following thirty credit points (30CP) of subjects:			
ECON71-303	International Trade	ECON71-100 ECON71-600		J M
FINC71-307	International Finance	FINC71-101		J S
MGMT71-301	Navigating the Future of Work			M S
MKTG71-301	International Marketing	MKTG71-100		J S
Structure Overview				Version 2
The International Business Specialisation comprises 10 credit points of Required Subjects and 30 credit points of International Business Options, totalling 40 credit points. The specialisation develops advanced capabilities in international business, international trade, international finance, global marketing, and managing organisations in a global environment, enhancing graduates' planning, analytical, entrepreneurial, and interpersonal skills for international management and leadership roles.				
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 International Business specialisation incorporates the most current industry-relevant research with applications to international trade, international finance, managing human resources, and the challenges of managing and leading in a global environment. The specialisation seeks to enhance graduates' planning, analytical, and interpersonal skills in preparation for senior management roles.				

Page 5

Page 6

Page 7