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DTSC	Major - Data Analytics			
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	JM
DTSC13-302	Statistical Learning and Regression Models	DTSC12-200 ECON12-200		M S
DTSC13-304	Applied Data Analytics Project		DTSC13-302 Co-Req 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
Structure Overview				Version 4
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.				

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ENTI	Major - Entrepreneurship and Innovation			
Subjects	Subject Title	Assumed Knowledge	Requisites	Available
Required Subjects 40	Students must complete the following 40 CP of subjects.			
ENFB13-304	New Venture Planning			J
ENFB13-305	Entrepreneurial Finance			M
MGMT13-311	Leading Innovation and Change	CORE11-002 CORE11-013		M S
MGMT13-328	Strategic Management			M S
Entrepreneurship and Innovation Option 20	Students must choose twenty credit points (20CP) from the following Entrepreneurship and Innovation option:			
BUSN13-700	Business Internship A			J M S
COLB12-120	Design: Process, Methods and Mindsets			JS
MGMT13-321	Negotiation	CORE11-002 MGMT11-101		J S
MKTG13-303	Market Research	MKTG11-100		M S
MKTG13-312	Digital Marketing for Customer Engagement	MKTG11-100		J M
MKTG13-314	Social Media Marketing	MKTG13-312		S
Structure Overview				Version 5
The Entrepreneurship and Innovation Major comprises 40 credit points of Required Subjects and 20 credit points of Entrepreneurship and Innovation Options, totalling 60 credit points. The major develops advanced capabilities in entrepreneurship, innovation, new venture planning, entrepreneurial finance, strategic management, negotiation, market research, and business model development. Through experiential learning and engagement with industry experts, students develop the skills, knowledge, and strategies required to create, evaluate, and grow new business ventures or drive innovation within existing organisations.				
	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 Entrepreneurship and Innovation Major emphasises creativity, innovation, and the practical application of entrepreneurial thinking. Through experiential learning and industry engagement, students develop contemporary knowledge, insights, and strategies required to transform ideas into viable ventures and lead innovation within organisations. Graduates are equipped with the skills and mindset necessary to navigate dynamic business environments and create value through innovation.				

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
Structure Overview				Version 9
The Finance Major comprises 40 credit points of Required Subjects and 20 credit points of Finance Options, totalling 60 credit points. The major develops advanced capabilities in corporate finance, investments, financial markets, international finance, financial institutions, risk management, financial derivatives, and quantitative financial analysis. Students build knowledge and skills that progress from finance fundamentals to advanced professional competencies, preparing graduates for careers in corporate finance, investment management, banking, financial advisory, and related finance professions.				
	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 demand for financial expertise remains strong across all sectors of the global economy. The Finance Major develops knowledge and skills ranging from fundamental financial principles through to advanced corporate finance and investment management concepts. Graduates are equipped to analyse complex financial situations, support strategic decision-making, and contribute to wealth creation and organisational success in a broad range of professional settings.				

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MCOM	Major - Marketing Communication			
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	
Structure Overview				Version 1
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				
	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			
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.				

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MKTG	Major - Marketing			
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
Structure Overview				Version 6
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.				
	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			

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