



**BOND  
UNIVERSITY**



**BOND  
BUSINESS SCHOOL**

**COMPLEMENT YOUR DEGREE  
WHILE STUDYING ABROAD**

**SUBJECT PACKAGES IN THE  
BOND BUSINESS SCHOOL**





## Bond University's Bond Business School, is one of Australia's leading educational and research centres, combining innovative learning strategies with intensely practical applications.

The Bond Business School delivers a truly personalised educational experience to every student comprising 10 main study areas each with their own unique objectives, curriculum and research agendas. Below are sample study abroad packages to specialise in during your studies at Bond University. Students usually take four subjects during a semester, including 2 - 3 within their major / minor focussed studies. The remaining 1 - 2 subjects can be chosen across the range of disciplines on offer at Bond - from Film and TV to Australian Studies. More information on subject availability and entry requirements can be found at [bond.edu.au/subjects](http://bond.edu.au/subjects).



The Bond Business School is accredited by the European Foundation for Management Development's Quality Improvement System (EQUIS) and The Association to Advance Collegiate Schools of Business (AACSB), placing Bond University in the top 2% of business schools worldwide.



Our students have access to the Bond Business Commercialisation Centre (BCC), a dedicated area to help build tomorrow's innovative thought leaders and budding entrepreneurs, one by one.









# January Semester<sup>^</sup>

 Industry Professional

 Field trip

 Industry seminars

ACTUARIAL SCIENCE	
ACSC13-304	Stochastic Modelling
ACSC12-201	Financial Mathematics*
ACSC13-305	Actuarial and Financial Models
ENTREPRENEURSHIP	
ENFB13-304	Business Plan Development
MGMT13-321	Negotiation
ENFB13-300	Entrepreneurial Growth
HOTEL AND TOURISM MANAGEMENT	
HRTM71-209	Event Management
HRTM12-214	Adventure Tourism 
HRTM12-220	Sustainable Tourism and Indigenous Culture
HRTM11-100	Wine Studies
MANAGEMENT	
MGMT13-320	Leadership  
MGMT13-305	Human Resource Management
MGMT11-101	Organisational Behaviour
ECONOMICS	
ECON12-202	Contemporary Macroeconomic Issues*
ECON12-200	Econometrics*
ECON13-303	International Trade*
FINANCE	
STAT11-111	Business Statistics
FINC12-200	Fundamentals of Finance*
FINC13-308	Personal Finance
INTERNATIONAL BUSINESS	
MGMT13-324	Cross Cultural Management
IBUS12-250	International Business
MKTG13-301	International Marketing*
MARKETING	
MKTG12-301	Consumer and Buyer Behaviour*
MKTG13-301	International Marketing*
MKTG13-312	Internet and Social Media Marketing*
SPORT MANAGEMENT	
SPMT11-115	Sport Organisation, Governance and Policy 
SPMT13-125	High Performance Sport Management  
SPMT12-121	Sport Development

# September Semester<sup>^</sup>

 Industry Professional

 Field trip

 Industry seminars

ECONOMICS	
ECON12-202	Contemporary Macroeconomic Issues*
ECON12-200	Econometrics*
ECON13-300	Advanced Econometrics
ENTREPRENEURSHIP	
ENFB13-300	Entrepreneurial Growth
ENFB13-304	Business Plan Development
ENFB13-305	Venture Capital and Private Equity
HOTEL AND TOURISM MANAGEMENT	
HRTM12-214	Adventure Tourism 
HRTM12-201	International Food and Beverage Management  
HRTM11-100	Wine Studies
MANAGEMENT	
IBUS11-310	Doing Business in Australia  
MGMT13-305	Human Resource Management
MGMT11-101	Organisational Behaviour
FINANCE	
STAT11-111	Business Statistics
FINC12-200	Fundamentals of Finance*
FINC13-308	Personal Finance
INTERNATIONAL BUSINESS	
IBUS12-250	International Business
MKTG13-301	International Marketing*
IBUS12-251	Concepts of Strategy
MARKETING	
MKTG13-320	Strategic Marketing
MKTG13-319	Digital and Direct Marketing*
MKTG13-301	International Marketing*
SPORT MANAGEMENT	
SPMT12-124	International Sport Business  
PUBR13-314	Sport Public Relations
SPMT12-103	Sport Communication 
SPMT11-127	Surf Industry Studies

\*You can enrol in these subjects if you are currently studying in a related field of study at your home university, and have the level of prior knowledge required. The above information is provided as a guide. Formal advice on availability and eligibility of subjects is provided upon receipt of your application.

<sup>^</sup>Subjects are subject to change and are indicative only. Please contact your Study Abroad representative to confirm current subject packages.

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The information published in this document is correct at the time of printing (August 2020). However, all programs are subject to review by the Academic Senate of the University and the University reserves the right to change its program offerings and subjects without notice. The information published in this document is intended as a guide and persons considering an offer of enrolment should contact the relevant Faculty or Institute to see if any changes have been made before deciding to accept their offer.

