

Bachelor of Business Administration (BBA) Specialisations

Business specialisations available in the BBA:

1. Accounting for Business Decisions Specialisation
2. Business Law and Policy Specialisation
3. Business Project Management Specialisation
4. Business Strategy Specialisation
5. Corporate Governance Specialisation
6. Social Media and Digital Marketing Specialisation
7. Event Management Specialisation
8. Fashion Marketing Specialisation
9. Information Systems in Business Specialisation
10. International Management Specialisation
11. Marketing Foundations Specialisation
12. Property Investment Specialisation
13. Public Relations Specialisation
14. Small Business Start-Up Specialisation
15. Social Leadership and Ethics Specialisation
16. Taxation Law Specialisation
17. The Business of Advertising Specialisation
18. Tourism and Hospitality Essentials Specialisation
19. User Experience for Business Optimisation Specialisation
20. Workforce Management Specialisation

Specialisations available from Humanities and Science:

1. Actuarial Financial Mathematics Specialisation
2. Advertising Design Specialisation
3. Animation and Game Design Specialisation
4. Anthropology and Sociology Specialisation
5. Asian Studies Specialisation
6. Chinese Language Specialisation
7. Construction Management Specialisation
8. Creative Writing Specialisation
9. Design Thinking and Visual Communication Specialisation
10. Designing Fashion Specialisation
11. Digital Design Specialisation
12. Digital and Social Media Specialisation
13. English and Cultural Studies Specialisation
14. Environmental Planning Specialisation
15. Fashion Design Specialisation
16. Fashion Marketing Specialisation

17. Fine Art Specialisation
18. Geography Specialisation
19. Graphic Design Specialisation
20. Graphics Specialisation
21. History Specialisation
22. Illustration Specialisation
23. Interior Architecture – Applied Interior Design Specialisation
24. Interior Architecture Specialisation
25. International Development Specialisation
26. Journalism Specialisation
27. Landscape and Natural Resource Management Specialisation
28. Photography Specialisation
29. Principles of Planning Specialisation
30. Professional Writing Specialisation
31. Screen Production Specialisation
32. Social Inclusion and Equity Specialisation
33. Social Justice Specialisation
34. Surveying and Spatial Sciences Specialisation
35. Theatre Arts Specialisation
36. Urban Design and Planning Specialisation
37. Web Media Specialisation
38. Web Presence Specialisation