Master of Business (International Business) (BS16)

Year offered: 2010
Admissions: Yes
CRICOS code: 059599K
Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)
Course duration (part-time): 6 semesters (3 years)
Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,000 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Amanda Gudmundsson
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point

Why choose this course?
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Overview
Rules, regulations, government policy and the diversity of cultures and consumer needs and preferences all impact on how companies do business across borders.

International business skills are in high demand. These skills incorporate ethics, sensitivity and responsiveness to local cultures in new and diverse markets, while at the same time providing the planning, decision-making and strategic management these highly competitive operations need.

The international business environment is explored across a range of business disciplines, including accounting, finance, logistics, management and marketing.

Postgraduate study in international business is designed for those seeking to understand the additional complexity of international business compared to domestic business activities. The program builds specific knowledge and skills in international business relevant to global business needs, and also provides the opportunity to include studies in allied business disciplines and languages.

The course includes studies of global business operations, cross-cultural communication and negotiation, applied risk management, regional specialisations-topics which are highly relevant to international business in today's complex and competitive environment.

Why choose this course?

The International Business program will give you the expertise and skills to succeed in organisations both in Australia and around the world, including multinational enterprises, smaller firms operating across borders, government agencies and consulting firms that serve international companies.

Course design
Students are required to complete 12 units (144 credit points). Please refer to the course structures for information on specific unit requirements.

Students enrolled in the Master of Business (BS16) who wish to exit early from this course and graduate with a Graduate Diploma in Business, may do so after they have successfully completed eight units (96 credit points), where a minimum of six units (72 credit points) are within the same discipline area and approved by the Course Coordinator.

Abbreviation
MBus(IntBus)

Other majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Philanthropy and Nonprofit Studies, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)
An undergraduate degree or equivalent in any field with an overall minimum Grade Point Average (GPA) of 4.0 (on a 7 point scale).

English language requirements
In addition to the above academic entry requirements, standard English language requirements apply. See the details for 'all degrees' at: http://www.studentservices.qut.edu.au/apply/internat/english.jsp

Pathways programs (international students)
Pathways units are designed for academically qualified students who do not meet the language requirements.

The Postgraduate Business Pathway program allows international students who have obtained IELTS 6.0 with no sub-band lower than 5.0 to enter some majors of the Master of Business (BS16) and Master of Business Advanced

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(BS17) on the condition they undertake two Communication units (QCD111 and QCD211) in the first semester of their postgraduate business course. This option is applicable to following Majors: Strategic Advertising, Applied Finance, Events Marketing and Management, Integrated Marketing Communication, International Business, Marketing and Public Relations.

**Articulation**

Students who have articulated from the Graduate Certificate in Business may receive advanced standing for 48 credit points.

**International Business Unit Set (IBP)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>EFN405</td>
<td>Managerial Economics</td>
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<td>International Accounting</td>
</tr>
<tr>
<td>LWS075</td>
<td>International Business and Law</td>
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</tbody>
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Plus two from:

- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

**Full-time, Semester 1 Entry (Structure A)**

**STRUCTURE A**

Suggested Full-time International Business Course Structure (for students choosing to take AYN424)

**Year 1, Semester 1**

- MGN447 Managing in a Globalised Economy
- AMN430 International Logistics Management
- EFN405 Managerial Economics

Plus choose one from:

- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

**Year 2, Semester 1**

- EFN406 Managerial Finance
- AMN431 Marketing Internationally

**Part-time, Semester 1 Entry (Structure A)**

- MGN448 Negotiating Across Borders
- Two Complementary Studies Units

**Full-time, Semester 2 Entry (Structure A)**

**Year 1, Semester 2**

- EFN406 Managerial Finance
- AMN431 Marketing Internationally
- Choose one from:
  - MGN444 Business in Asia
  - MGN445 Business in Europe
  - MGN446 Business in Australia

**Year 2, Semester 1**

- EFN405 Managerial Economics
- AMN430 International Logistics Management

Plus one unit from the Complementary Studies List

**Part-time, Semester 1 Entry (Structure A)**

- MGN446 Business in Australia

**Year 1, Semester 2**

- EFN406 Managerial Finance
- AYN424 International Accounting

Plus two from:

- MGN444 Business in Asia
- MGN445 Business in Europe
- MGN446 Business in Australia

**Part-time, Semester 2 Entry (Structure A)**

Information for future students

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## STRUCTURE A

### Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

#### Year 1, Semester 1
- MGN447 Managing in a Globalised Economy
- Choose one from:
  - MGN444 Business in Asia
  - MGN445 Business in Europe
  - MGN446 Business in Australia

#### Year 1, Semester 2
- EFN405 Managerial Economics
- AMN430 International Logistics Management

#### Year 2, Semester 1
- EFN406 Managerial Finance
- One unit from the Complementary Studies List

#### Year 2, Semester 2
- AMN431 Marketing Internationally
- AYN424 International Accounting

#### Year 3, Semester 1
- MGN448 Negotiating Across Borders
- Choose one from:
  - MGN444 Business in Asia
  - MGN445 Business in Europe
  - MGN446 Business in Australia

#### Year 3, Semester 2
- Two Complementary Studies Units

## Part-time, Semester 2 Entry (Structure A)

### STRUCTURE A

### Suggested Part-time International Business Course Structure (for students choosing to take AYN424)

#### Year 1, Semester 2
- MGN447 Managing in a Globalised Economy
- AMN430 International Logistics Management

#### Year 2, Semester 1
- AMN431 Marketing Internationally
- Choose one from:
  - MGN444 Business in Asia
  - MGN445 Business in Europe
  - MGN446 Business in Australia

#### Year 2, Semester 2
- EFN406 Managerial Finance
- One unit from the Complementary Studies List

## Full-time, Semester 1 Entry (Structure B)

### STRUCTURE B

### Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

#### Year 1, Semester 1
- MGN447 Managing in a Globalised Economy
- AMN430 International Logistics Management
- EFN405 Managerial Economics
- Plus choose one from:
  - MGN444 Business in Asia
  - MGN445 Business in Europe
  - MGN446 Business in Australia

#### Year 3, Semester 2
- MGN448 Negotiating Across Borders
- LWS075 International Business and Law
- One unit from the Complementary Studies List

#### Year 4, Semester 1
- Two Complementary Studies Units
Complementary Studies Unit
Plus choose one from:
MGN444    Business in Asia
MGN445    Business in Europe
MGN446    Business in Australia

Full-time, Semester 2 Entry (Structure B)

STRUCTURE B
Suggested Full-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 2
MGN447    Managing in a Globalised Economy
AMN431    Marketing Internationally
EFN406    Managerial Finance
Choose one from:
MGN444    Business in Asia
MGN446    Business in Australia

Year 2, Semester 1
EFN405    Managerial Economics
AMN430    International Logistics Management
LWS075    International Business and Law
Plus choose one from:
MGN444    Business in Asia
MGN445    Business in Europe
MGN446    Business in Australia

Year 2, Semester 2
MGN448    Negotiating Across Borders
Two Complementary Studies Units
One unit from the Complementary Studies List

Part-time, Semester 1 Entry (Structure B)

STRUCTURE B
Suggested Part-time International Business Course Structure (for students choosing to take LWS075)

Year 1, Semester 1
MGN447    Managing in a Globalised Economy
Choose one from:
MGN444    Business in Asia
MGN445    Business in Europe
MGN446    Business in Australia

Year 2, Semester 2
AMN430    International Logistics Management
EFN406    Managerial Finance
Choose one from:
MGN444    Business in Asia
MGN445    Business in Europe
MGN446    Business in Australia

Year 3, Semester 1
AMN431    Marketing Internationally
One unit from the Complementary Studies List

Year 3, Semester 2
MGN448    Negotiating Across Borders
Choose one from:
MGN444    Business in Asia
MGN445    Business in Europe
MGN446    Business in Australia

Two Complementary Studies Units

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Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 3, Semester 2
MGN448 Negotiating Across Borders
Complementary Studies Unit

Year 4, Semester 1
LWS075 International Business and Law
Complementary Studies Unit

Potential Careers:
Business Analyst, International Business Specialist.

UNIT SYNOPSES

AMN430 INTERNATIONAL LOGISTICS MANAGEMENT
This unit introduces international logistics functions and develops a strategic approach to international business transactions and integration focusing on supply chain management. The unit introduces traditional and contemporary logistics concepts and describes international logistics operations including global transport systems, inventory management, materials handling and information management. Global supply chain management cases and strategies are integrated throughout the unit.
Equivalents: IBN410 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN431 MARKETING INTERNATIONALLY
In this unit students are exposed to the theoretical and planning aspects of marketing internationally. Through an applied approach, theoretical issues such as segmentation of international markets, life cycle, contingency and network approaches to international market entry choice, and market development and extension are addressed. Planning issues cover the strategic marketing processes involved, including international market research, and their application to regions and countries primarily in the Asia/Pacific region or Europe. Students are trained in the practical application of these theoretical and planning aspects through the development of an extensive international marketing plan.
Antirequisites: MIN421 Equivalents: IBN421 Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AYN424 INTERNATIONAL ACCOUNTING
This unit is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment. The unit examines issues including: accounting systems in the global environment; international patterns of accounting development including cultural influences on accounting; comparative international accounting systems and practices; the pressures for international accounting harmonisation and disclosure; international disclosure trends and financial analysis; global accounting issues into the twenty-first century.
Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SUM

EFN405 MANAGERIAL ECONOMICS
This unit addresses the following topics: managerial decision making in an economic environment; an introduction to economics, demand analysis, cost analysis, market strategy and the macroeconomic environment; issues including problems of resource allocation at the firm, in industry and in the economy.
Antirequisites: GSN203, GSN411, GSN414, GSN491, GSN492 and GSZ491 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

EFN406 MANAGERIAL FINANCE
This unit is an introduction to the world of finance and financial management. Topics include: the finance function, the role of the financial manager; the Australian financial environment; sources of funds; present and future value; time value of money; financial mathematics; introduction to valuation; cost of funds; the firm investment decision; investment evaluation techniques; capital budgeting; portfolio theory; risk and return; capital asset pricing model; dividend policy; financial structure policy; futures; options.
Antirequisites: GSN413, GSN423 and GSZ413 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

LWS075 INTERNATIONAL BUSINESS AND LAW
This unit on international trade law addresses the broad range of legal problems that arise in the formation and operation of commercial transactions of an international nature. An understanding of the law and practice regarding international commercial transactions is a basic prerequisite for the development of Australian export activity, such activity being generally recognised as crucial to Australia's economic well-being. The importance of international trade law as a subject of legal study is attested to by the ever increasing number of courses offered on it at the postgraduate level in Australian Law Schools.
Credit points: 12 Contact hours: 39 hrs Campus:
Gardens Point  Teaching period: 2010 SEM-1

MGN444 BUSINESS IN ASIA
The aim of this unit is to enable an intensive study of business and markets in Asia. The development of the major industries is examined, together with major intra-regional patterns of trade, commerce and finance. Significant economic, political and social factors determining developments are focused on, as well as regulatory restraints governing market access. Students are required to undertake a project that requires the application of knowledge of the region to a business issue.  
**Antirequisites:** MIN403  **Equivalents:** IBN403  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

MGN445 BUSINESS IN EUROPE
This unit enables a more intensive study of business and markets in Europe. The development of the major industries will be examined, together with intra-regional patterns of trade, commerce and finance. A particular focus will be the development of a single European market and its international implications. Significant economic, political and social factors determining developments will be focussed upon, as well as regulatory restraints governing market access. The student will be required to undertake a project which requires the application of knowledge of the region to a business issue.  
**Antirequisites:** MIN404  **Equivalents:** IBN404  **Credit points:** 12  **Teaching period:** 2010 SEM-1

MGN446 BUSINESS IN AUSTRALIA
This unit introduces students to the business environment in Australia. Students examine the geographical, historical, socio-cultural, political, regulatory, demographic, economic, legal, locational and other factors that have influenced, or still impinge upon, doing business in Australia in the current international environment. Learning activities include factory visits and industry analysis.  
**Antirequisites:** MIN435  **Equivalents:** IBN435  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

MGN447 MANAGING IN A GLOBALISED ECONOMY
This core unit examines the forces of globalisation, the diversity of international environments and their impact on business functions at the operational level. It examines the processes and challenges of internationalising the business operation as firms strive to compete successfully in the global marketplaces. Areas of study include the growth of international business and globalisation, international business motives and forms, the nature and challenges of the diversity of environments, and managing and controlling business operations. An international business simulation game is used to facilitate the understanding of business as a system of integrated operations and environments.  
**Antirequisites:** BSN408  **Equivalents:** IBN408  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

MGN448 NEGOTIATING ACROSS BORDERS
This unit develops students' skills in negotiating intra- and inter-culturally. It provides students with a tool-box of negotiation skills and then explores the relationship between cultural value dimensions and negotiating behaviours. Students practise their negotiating skills with members of their own culture, in cross-cultural dyads and in multi-cultural teams to build confidence and capability in negotiating and influencing.  
**Antirequisites:** GSN462  **Equivalents:** IBN409  **Credit points:** 12  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2