Master of Business Advanced (BS17)

Year offered: 2010
Admissions: Yes
CRICOS code: 059600M
Course duration (full-time): 4 semesters
Course duration (part-time): 8 semesters
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
Course coordinator: Dr Amanda Gudmundsson

Majors
- Master of Business (Marketing) - Advanced
- Master of Business (Human Resource Management) - Advanced
- Master of Business (Philanthropy and Nonprofit Studies) - Advanced
- Master of Business (Applied Finance) - Advanced
- Master of Business (Professional Accounting) - Advanced
- Master of Business (Strategic Advertising) - Advanced
- Master of Business (Accounting) - Advanced
- Master of Business (International Business) - Advanced
- Master of Business (Public Relations) - Advanced
- Master of Business (Integrated Marketing Communication) - Advanced

Overview
The Master of Business Advanced gives you the opportunity to extend your studies, including options of a research dissertation, further coursework studies in your chosen major, or the choice of a minor in another business discipline. Under certain circumstances the Advanced program can also provide a pathway to doctoral-level studies in the PhD or DBA programs.

Programs consist of Part A and Part B of the Master of Business, plus an additional Part C. Part C provides the opportunity for you to tailor your studies to suit your interests and professional requirements. In most cases, your options include a choice between a research dissertation or further coursework studies in your chosen major, or the choice of a minor in another business discipline.

Course design
Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units to complete the Master of Business Advanced (BS17).

The Master of Business Advanced (BS17) is comprised of parts A, B and C.

Part A consists of 48 credit points of Complementary Studies units.

Part B consists of 96 credit points of advanced disciplinary studies.

Part C consists of 48 credit points of further advanced studies from the discipline area, 48 credit points from another Business stream or a Dissertation (depending on chosen major).

Non-standardised course progression may result in unit selection difficulties. Students should contact the Brisbane Graduate School of Business for course progression advice.

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business Advanced overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Pathways programs
International students who do not meet language requirements can complete pathways units within selected majors.

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 and Master of Business Advanced 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
• Integrated Marketing Communication
• International Business
• Marketing
• Public Relations

For more information please contact the Faculty of Business International Student Office on 3138 1790.

Further information
Students must contact Brisbane Graduate School of Business in relation to course progression and enrolment advice.

Contact Katherine Gibson-Beier on 3138 5287 or email k2.gibson@qut.edu.au for the following Majors:
• Accounting
• Applied Finance
• Professional Accounting
• Philanthropy and Nonprofit Studies

Contact Narelle Prior on 3138 6701 or email n.prior@qut.edu.au for the following Majors:
• Human Resource Management
• International Business
• Integrated Marketing Communication
• Management
• Marketing
• Public Relations
• Strategic Advertising

Complementary studies list

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NOTE: For Continuing Students only: please note Foundation list is now replaced by Complementary Studies list.

UNIT SYNOPSES
AMN400 CONSUMER BEHAVIOUR
This unit provides an introduction to the area of consumer behaviour and a forum for discussion of theory and research in the field. The current state of consumer behaviour research will be reviewed and some of the emerging trends in the area are explored through several avenues of assessment. The unit provides the environment for students to conduct their own research in areas that are relevant, of interest to them and reflect the interdisciplinary nature of consumer behaviour.

Antirequisites: MIN419  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN401 INTEGRATED MARKETING COMMUNICATION
Integrated marketing communication (IMC) is a new discipline that seeks synergistic effect from integrating traditional marketing communication disciplines. This unit explores the development of IMC, looking at reasons for growth, barriers to implementation and organisation issues. Students are introduced to the strategic foundations of IMC, from consumer behaviour, to marketing strategy, to IMC campaign evaluation. The disciplines of advertising, public relations, direct response and sales promotion are then explored to highlight how each contributes to IMC planning.

Antirequisites: CON421  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN403 MARKETING AND SURVEY RESEARCH
This unit provides a detailed overview of marketing research to support decision making in the areas of advertising, integrated marketing communication, marketing and public relations. The unit builds an advanced understanding of the use of survey research to support the descriptive and predictive information needs of management in such areas as consumer opinions and behaviour, and stakeholder analyses. Students will explore issues related to survey research design, questionnaire development and administration, sampling, measurement, data analysis including descriptive and multivariate statistics and presentation of research results.

Antirequisites: MIN413  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN420 ADVERTISING MANAGEMENT
This unit empowers students to make effective management decisions within the advertising process. It examines the setting of advertising objectives, and the need for coordination of these with marketing, communication and organisational objectives. It develops a sound understanding of advertising regulations and ethics, budgeting, research and campaign coordination. It further examines management’s participation in the creative, media and production processes, and the contribution of advertising management to the cohesion and creativity of the agency.

Antirequisites: CON417  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN422 MEDIA STRATEGY
One of the ultimate determinants of the effectiveness of any advertising campaign is the media strategy. This unit examines ways to improve efficiency in media planning, buying, coordination and research. It examines concepts of media decision making, market targeting through the creative use of media, and strategic planning. It explores current media campaigns and encourages the development of a more creative and integrated approach to media.

Antirequisites: CON418  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

AMN423 STRATEGIES FOR CREATIVE ADVERTISING
This unit explores the substantive body of academic research on creative advertising. It follows the creative process, beginning with the development of creative strategy and concluding with campaign evaluation. Through cases and presentations, student examine how copywriters think, the illumination of the ‘big idea’ and its execution across the very diverse advertising media.

Antirequisites: CON419  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-2

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 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMN442 MARKETING MANAGEMENT**

The study of marketing, marketing systems and marketing management and marketing planning within contemporary structure of social, cultural, political, economic, business and organisational environment. Concepts are applied through the study and construction of a marketing plan, which involves market and sales analysis, target market strategies, tactical decision planning, and implementation and control. Marketing management concepts are applied to virtual and physical markets and attention is given to a range of skills in finance, human resources, information and other skills needed by marketing managers in these markets.  **Antirequisites:** MIN422  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMN443 PRODUCT AND SERVICE INNOVATION**

This unit examines the dynamics of innovation and development within the mix of core marketing activities of organisations. Once establishing the integral role innovation plays in organisations, the unit also reviews the key stages in the process of creating, developing and implementing new product and service concepts including product, service and market analysis, design, innovation, evaluation and testing of ideas, branding and packaging, market testing and investment analysis.  **Antirequisites:** MIN423  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1

**AMN447 CONTEMPORARY ISSUES IN MARKETING**

This unit offers advanced study of topical issues and emerging trends in marketing practice as a result of new technologies, current events and their impact on local, national and international enterprises. In depth interaction with business and public policy leaders expands students research, reflection and strategic thinking abilities.  **Antirequisites:** MIN407  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**AMN460 CORPORATE AND INVESTOR RELATIONS**

This unit reviews all aspects of the public relations function in communicating with corporate audiences. Specific focus is placed on how corporate entities meet both regulatory and promotional requirements in communicating with special interest groups including shareholders and employees. Suitable communication tools are examined for use in ongoing communication programs.  **Antirequisites:** CON409  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**AMN461 CORPORATE MEDIA STRATEGY AND TACTICS**

This unit examines theories underpinning mass media and links these with the practice of public relations media tactics. Students analyse techniques and skills used in liaison with electronic media, print media, trade media and news media. Producing and evaluating communication materials such as news releases, features and media kits forms an important part of this unit. Students develop strategic thinking through analysis of contemporary media case studies.  **Antirequisites:** CON424  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMN462 COMMUNITY CONSULTATION AND ENGAGEMENT**

This unit introduces students to key engagement strategies of community information, consultation and participation. The unit develops student understanding of the theoretical foundations of engagement strategies and provides the skills and knowledge for students to analyse community engagement needs and establish engagement programs. Ethical practice is a key organising framework for this unit.  **Credit points:** 12  **Contact hours:** 3  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-2

**AMN465 PUBLIC RELATIONS MANAGEMENT**

This unit provides learners with an overview of the theory and research that constitute the foundations of public relation practice. The unit provides a detailed inspection of communication processes necessary for the management of organisational relationships with publics. The unit focuses on such topics as issues management, organisational change, public opinion, and mass media effects in order to explore the foundations of contemporary public relations management.  **Antirequisites:** CON415  **Credit points:** 12  **Contact hours:** 3 per week  **Campus:** Gardens Point  **Teaching period:** 2010 SEM-1 and 2010 SEM-2

**AMN468 ISSUES AND CRISIS MANAGEMENT**

This unit examines the strategic management of crisis communication including for organisations. A strategic planning approach will be covered including organisation analysis, issues identification, audience prioritisation, strategy formulation, tactical planning and implementation and evaluation. Pre-crisis issues in management will be addressed as well as proactive and defensive
communication strategies during crisis. The unit will
demonstrate the application of general communication tools
to a specialised area.

**Antirequisites:** CON408  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1

**AYN414 COST AND MANAGEMENT ACCOUNTING**
This unit introduces students to techniques that provide
management at all levels with information for use in
inventory valuation, planning, controlling and decision-
making. The unit's major focus is on product costing
systems for manufacturing firms.

**Prerequisites:** AYN416 Can be enrolled in the same
teaching period.  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**AYN416 FINANCIAL ACCOUNTING 1**
This unit provides an introduction to financial accounting
within the context of the accounting profession’s conceptual
framework, relevant accounting standards and the
requirements of the Corporations Law. Topics include: the
accounting cycle for both service and merchandising
entities; the preparation of general purpose financial reports:
cash management and control; non-current assets; the
formation, operation, and financial reporting requirements
for companies; and statement of cash flows.

**Credit points:** 12  Contact hours: 3 per week  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

**AYN456 BUSINESS AND CORPORATIONS LAW**
This unit will introduce students to the Australian legal
environment and develop students’ knowledge and
understanding of the basic principles of business law and
the Australian corporations legislation. Students will be
couraged to develop their research and analytical skills
relevant to contemporary business and corporate practice.

**Antirequisites:** AYN410 and AYN412  Credit points: 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**BSN412 QUALITATIVE RESEARCH AND ANALYTICAL
TECHNIQUES**
This unit provides a detailed overview of qualitative
research to support decision-making in business disciplines. The primary purpose of this unit is to develop a detailed understanding of the theoretical contexts in which field studies and qualitative research methods have developed and the techniques that define the approach. Students develop the ability to analyse, conduct, and evaluate qualitative research in discipline areas related to business. The unit provides a basic preparation for the development of a project, thesis or dissertation proposal based on the use of qualitative research.

**Antirequisites:** CON500  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**BSN414 QUANTITATIVE RESEARCH METHODS**
Quantitative Research Methods is a postgraduate unit designed to introduce students to a range of quantitative research methods and their application to different research questions and types of quantitative data. Throughout the unit, students will be exposed to a wide range of quantitative research issues including survey and index development, factor analysis, multiple regression, experimental data collection and analysis, ANOVA and MANOVA, structural models, secondary data collection and analysis, and longitudinal data analysis. Each lecture will be conducted in computer laboratories to allow students the opportunity to develop their quantitative research skills using SPSS and AMOS with data provided by lecturers.

**Credit points:** 12  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**BSN502 RESEARCH METHODOLOGY**
The purpose of this study is to provide students with a range
of ideas and methods that enable them to analyse, evaluate and
conduct research in discipline areas related to business. It provides an essential and basic preparation for the
development of a thesis or dissertation proposal. Areas of study include research paradigms, analysis and criticism, research design, data collection and data manipulation, interpretation and presentation.

**Antirequisites:** BSB400  Credit points: 12  Contact hours: Flexible Mode  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

**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 GSN491  
**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 GSN413  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EFN419 DATA ANALYSIS**

The unit introduces the common statistical methods and tools for inference and decision making in business. It covers important methods of data analysis with an emphasis on interpreting and understanding reported business and economic data. Topics include the concept of sampling error and sampling distributions, estimation and hypothesis testing, regression analysis, time series and an introduction to non-parametric statistical methods.  
**Antirequisites:** EFB101  
**Credit points:** 12  
**Contact hours:** 4 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**EFN420 INTRODUCTION TO FINANCIAL MANAGEMENT**

This unit is a preliminary study of financial information and financial markets and it includes a number of techniques required for analysing financial information.  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EFN421 FINANCIAL PLANNING AND STRATEGIES**

This unit aims to give students a solid grounding in the world of Financial Planning and Superannuation. This will involve gaining knowledge of financial markets and instruments as well as the appropriate regulatory framework.  
**Credit points:** 12  
**Contact hours:** 3  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**EFN422 ECONOMICS AND DATA ANALYSIS**

This subject aims to provide a broad understanding of organisational behaviour as a base for future study and
practice of management. It moves from a micro-perspective on individual behaviour through the interface between the individual and the organisation to overall characteristics of organisations which shape the behaviour of their members. The aim is to provide an understanding of why employees feel and act the way they do in organisations and considers methods for enhancing positive employee attitudes and behaviours and organisational effectiveness. The emphasis is on understanding basic assumptions and models, major theoretical issues, methods of measurement and practical implications.

**Antirequisites:** GSN409, GSN419 and GSZ409  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**MGN440 DESIGNING EFFECTIVE AND SUSTAINABLE ORGANISATIONS**

This unit examines the interplay between human resource management policies and processes and their contribution to sustainable competitive advantage and organisational effectiveness. HRM is considered from stakeholder, strategic and functional perspectives and an open systems model is used to introduce key processes and practices. The unit fosters discipline knowledge, analytical and action taking competencies and prepares students for advanced study in the field.

**Antirequisites:** MGN427  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**MGN442 SELF LEADERSHIP**

In the contemporary business environment professionals are empowered to manage their own growth and development in order to facilitate meaningfulness in organisational life. The unit on Self-leadership is an elective in the HRM major and is delivered predominately in an ‘online’ mode to enable an ‘anytime’ and ‘anywhere’ approach to your self-development work. This approach invites you to take the necessary time to reflect and develop greater insight into your own thinking and behaviour.

**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1, 2010 SEM-2 and 2010 SUM

**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