Master of Business Advanced (BS17)

Year offered: 2011
Admissions: Yes
CRICOS code: 059600M
Course duration (full-time): 4 semesters
Course duration (part-time): 8 semesters
Domestic Fees (indicative): 2011: Full fee tuition $9,750 (indicative) per semester
International Fees (indicative): 2011: Full fee tuition $11,800 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Course coordinator: Enquiries to Business Student Services on 3138 2050 or email bus@qut.edu.au

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

Overview
The Master of Business Advanced gives you the opportunity to extend the Master of Business with an additional 48 credit points usually comprised of either, a research dissertation, further coursework studies in your chosen major, or coursework studies in another business discipline, giving you the opportunity to tailor your studies to suit your interests and professional requirements. Under certain circumstances the Advanced program can also provide a pathway to doctoral-level studies in the PhD or DBA programs.

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

Students should follow the standard course progressions outlined in the discipline specific course structures otherwise difficulties with completing the requirements of the course may be encountered. Students should contact the Brisbane Graduate School of Business for course progression advice if required.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the previous five years, may be eligible for exemptions up to a maximum of 48 credit points.

Approved exemptions will apply to introductory studies or elective components in the discipline area you are studying and are not available for specified advanced units. No exemptions will be granted for non-Business related degrees, even if some business subjects may have been completed as part of the course.

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.

Early Exit Option
Students may exit from the Master of Business Advanced (BS17) at the following stages, once those particular course requirements have been met:

- Master of Business (BS16) (Study Area A)
- Graduate Diploma of Business (BS79) (Study Area A)
- Graduate Certificate in Business (BS39) (Study Area A)

Students seeking to exit early from the Master of Business Advanced course and graduate with an approved exit course should lodge an application during the teaching period in which they expect to complete their studies.

Early exit from the Master of Business course should only be used for students whose circumstances restrict them from completing the original award course. This process is not designed to allow students to obtain multiple qualifications. Students who are approved to early exit from the Master of Business course will not normally be permitted to continue their enrolment in the original award course for a period of 2 years.

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 0 or TOEFL: 550 (paper-based),
213 (computerised) or 80 with at least 18 in all bands (Internet Based) 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 QUT Business School International Student Office on 3138 1790.

**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.qut.edu.au/study/applying/english-language-requirements.jsp

**Further information**

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

Contact Sarah-Jane Barker on 3138 85287 or sarahjane.barker@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
- Marketing
- Public Relations
- Strategic Advertising

**Complementary Studies List**

**Complementary studies list**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMN420</td>
<td>Advertising Management</td>
</tr>
<tr>
<td>AMN422</td>
<td>Media Strategy</td>
</tr>
<tr>
<td>AMN423</td>
<td>Strategies for Creative Advertising</td>
</tr>
<tr>
<td>AMN430</td>
<td>International Logistics Management</td>
</tr>
<tr>
<td>AMN431</td>
<td>Marketing Internationally</td>
</tr>
<tr>
<td>AMN442</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>AMN443</td>
<td>Product and Service Innovation</td>
</tr>
<tr>
<td>AMN447</td>
<td>Contemporary Issues in Marketing</td>
</tr>
<tr>
<td>AMN460</td>
<td>Corporate and Investor Relations</td>
</tr>
<tr>
<td>AMN461</td>
<td>Corporate Media Strategy and Tactics</td>
</tr>
<tr>
<td>AMN462</td>
<td>Community Consultation and Engagement</td>
</tr>
<tr>
<td>AMN465</td>
<td>Public Relations Management</td>
</tr>
<tr>
<td>AMN468</td>
<td>Issues and Crisis Management</td>
</tr>
<tr>
<td>AYN414</td>
<td>Cost and Management Accounting</td>
</tr>
<tr>
<td>AYN416</td>
<td>Financial Accounting 1</td>
</tr>
<tr>
<td>AYN424</td>
<td>International Accounting</td>
</tr>
<tr>
<td>AYN456</td>
<td>Business and Corporations Law</td>
</tr>
<tr>
<td>BSN412</td>
<td>Qualitative Research and Analytical Techniques</td>
</tr>
<tr>
<td>BSN414</td>
<td>Quantitative Research Methods</td>
</tr>
<tr>
<td>BSN502</td>
<td>Research Methodology</td>
</tr>
<tr>
<td>EFN422</td>
<td>Economics and Data Analysis</td>
</tr>
<tr>
<td>EFN405</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td>EFN406</td>
<td>Managerial Finance</td>
</tr>
<tr>
<td>EFN419</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>EFN420</td>
<td>Introduction To Financial Management</td>
</tr>
<tr>
<td>EFN421</td>
<td>Financial Planning and Strategies</td>
</tr>
<tr>
<td>EFN422</td>
<td>Economics and Data Analysis</td>
</tr>
<tr>
<td>MGN409</td>
<td>Introduction to Management</td>
</tr>
<tr>
<td>MGN410</td>
<td>Employment Relations</td>
</tr>
<tr>
<td>MGN412</td>
<td>People in Organisations</td>
</tr>
<tr>
<td>MGN440</td>
<td>Designing Effective and Sustainable Organisations</td>
</tr>
<tr>
<td>MGN442</td>
<td>Self Leadership</td>
</tr>
<tr>
<td>MGN444</td>
<td>Business in Asia</td>
</tr>
<tr>
<td>MGN445</td>
<td>Business in Europe</td>
</tr>
<tr>
<td>MGN446</td>
<td>Business in Australia</td>
</tr>
<tr>
<td>MGN447</td>
<td>Managing in a Globalised Economy</td>
</tr>
<tr>
<td>MGN448</td>
<td>Negotiating Across Borders</td>
</tr>
</tbody>
</table>

**NOTE:**

For Continuing Students only: please note Foundation list is now replaced by...
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 Equivalents: AMX400 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2011 SEM-1 and 2011 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 Equivalents: AMX401 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2011 SEM-1 and 2011 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 Equivalents: AMX403 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2011 SEM-1 and 2011 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 Equivalents: AMX420 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 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 Equivalents: AMX422 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 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 Equivalents: AMX423 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-2

AMN430 INTERNATIONAL LOGISTICS MANAGEME
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: AMX431, IBN421 Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 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 Equivalents: AMX442 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2011 SEM-1 and 2011 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 Equivalents: AMX443 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 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 Equivalents: AMX447 Credit points: 12 Campus: Gardens Point Teaching period: 2011 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 Equivalents: AMX460 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2011 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 Equivalents: AMX461 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point and External Teaching period: 2011 SEM-1 and 2011 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. Equivalents: AMX462 Credit points: 12 Contact hours: 3 Campus: Gardens Point and External Teaching period: 2011 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  
**Equivalents:** AMX465  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point and External  
**Teaching period:** 2011 SEM-1 and 2011 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  
**Equivalents:** AMX468  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 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:** 2011 SEM-1 and 2011 SEM-2

### AYN416 FINANCIAL ACCOUNTING I

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:** 2011 SEM-1 and 2011 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:** 2011 SEM-1 and 2011 SEM-2

### 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 encouraged 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:** 2011 SEM-1 and 2011 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:** 2011 SEM-1 and 2011 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, for companies; and statement of cash flows.

**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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: 2011 SEM-1

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 Equivalents: EFX405 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 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, GSZ413 Equivalents: EFX406 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1, 2011 SEM-2 and 2011 SUM

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

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.

Equivalents: EFX420 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 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: 2011 SEM-1 and 2011 SEM-2

EFN422 ECONOMICS AND DATA ANALYSIS
Antirequisites: EFB101, EFN405, EFN419, GSN403, GSN411, GSN414, GSN491 Credit points: 12 Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

MGN409 INTRODUCTION TO MANAGEMENT
This unit examines the following: the functions and roles of managers; concepts and principles and their practical applications; the key management functions; areas of planning, organising, staffing, directing and controlling; production/operations management and the management of quality; entrepreneurship and business planning; and important problems, opportunities and trends facing managers in Australia analysed from the viewpoint of relevant academic disciplines.

Antirequisites: GSN401 and GSZ401 Credit points: 12 Contact hours: 3 per week Campus: Gardens Point Teaching period: 2011 SEM-1 and 2011 SEM-2

MGN410 EMPLOYMENT RELATIONS
This unit looks at the following: employment relations; employee and union action; the role of governments and industrial tribunals; alternative methods and pressures to change traditional Australian systems; the Australian system of labour management relations; systems of regulation in the employment area; negotiating skills; and the resources required for mobilising change in this area.

Credit points: 12 Campus: Gardens Point Teaching period: 2011 SEM-2

MGN412 PEOPLE IN ORGANISATIONS
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:** GS409, GS419 and GSZ409  
**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2011 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:** 2011 SEM-1 and 2011 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:** 2011 SEM-1, 2011 SEM-2 and 2011 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, MGX444  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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:** GSN409, GSN419 and GSZ409  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 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, MGX446  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1, 2011 SEM-2 and 2011 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, MGX447  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 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 multicultural teams to build confidence and capability in negotiating and influencing.

**Antirequisites:** GSN462  
**Equivalents:** IBN409, MGX448  
**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2011 SEM-1 and 2011 SEM-2