Master of Business (International 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
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point

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.

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.

The Master of Business - Advanced allows you to further your knowledge with the selection of four approved postgraduate option (elective) units.

Course design
Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved option (elective) units. Non-standardised course progression may result in unit selection difficulties. Students should contact the Graduate School of Business for course progression advice.

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 title page.

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
Information on early exit options may be found on the Master of Business Advanced title page.

Abbreviation
MBusAdv(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.

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

Limits on grades of 3
A new policy concerning grades of 3 came into effect from 1 January 2009 (QUT MOPP C/5.2). With effect from this date grades of 3 are no longer considered a conceded or low pass but are classified as a fail grade. Any grades of 3 awarded prior to 1 January 2009 retain the conceded pass status and will be counted for graduation purposes up to the maximum number of grades of 3 permitted for your course. Grades of 3 incurred in units that commence after 1 January 2009 will not count towards your degree. Further information is available on the Student Services website

International Business Unit Set

International Business Unit Set
EFN405 Managerial Economics  
EFN406 Managerial Finance  
MGN447 Managing in a Globalised Economy  
MGN448 Negotiating Across Borders  
AMN430 International Logistics Management  
AMN431 Marketing Internationally  
AYN424 International Accounting  

OR  
LWS075 International Business and Law  
PLUS two from:  
MGN444 Business in Asia  
MGN445 Business in Europe  
MGN446 Business in Australia  
PLUS: Three units from Complementary Studies List  
Note: Students in the International Business major must complete either AYN424 or LWS075. Where students choose to complete both units, AYN424 will be counted as one of their Complementary Studies units.  
PLUS EITHER  
(1) 48cps from another Business stream; OR  
(2) 48 cp Dissertation*  
* Conditions apply. Students wishing to undertake the Dissertation must seek advice early in their studies to confirm their eligibility and to ensure inclusion of preparatory units into their program.

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Full-time, Semester 1 Entry

**Year 1, Semester 1**

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<th>Course Code</th>
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<tbody>
<tr>
<td>EFN405</td>
<td>Managerial Economics</td>
<td>AYN424</td>
<td>International Accounting</td>
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<tr>
<td>EFN406</td>
<td>Managerial Finance</td>
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**OR**

**Year 2, Semester 1**

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<tr>
<td>MGN446</td>
<td>Business in Australia</td>
<td>LWS075</td>
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**PLUS**

**Year 2, Semester 2**

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**OR**

**EITHER:**

(1) A 48cps from another Business stream:  
(2) 48cp Dissertation

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**Full-time, Semester 2 Entry**

**Year 1, Semester 2**

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<tr>
<td>LWS075</td>
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Year 2, Semester 2
MGN448 Negotiating Across Borders
AYN424 International Accounting
OR
Complementary Studies Unit
PLUS
Two Complementary Studies Units

Year 3, Semester 1
PLUS EITHER:
(1) 48cps from another Business stream; OR
(2) 48cp Dissertation

Year 3, Semester 2
Two Complementary Studies Units

Year 4, Semester 1 and 2
PLUS EITHER:
(1) 48cps from another Business stream; OR
(2) 48cp Dissertation

Part-time, Semester 2 Entry

Year 1, Semester 2
MGN447 Managing in a Globalised Economy
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

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

Year 3, Semester 1
EFN406 Managerial Finance
OR
AYN424 International Accounting
LWS075 International Business and Law

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

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
MGN448 Negotiating Across Borders

Year 4, Semester 1
LWS075 International Business and Law
OR
AYN424 International Accounting
PLUS
Complementary Studies Unit

Year 4, Semester 2
PLUS EITHER:
(1) 48cps from another Business stream; OR
(2) 48cp Dissertation

Part-time, Semester 2 Entry
Year 4, Semester 2 and Year 5, Semester 1

PLUS EITHER:
(1) 48cps from another Business stream
(2) 48cp Dissertation

International Business Unit Set (IBQ) (for continuing students only)

Part A – Compulsory Units (48 credit points):
EFN405 Managerial Economics
EFN406 Managerial Finance
MGN447 Managing in a Globalised Economy
One unit from the Foundation Studies List

Part B - International Business Area Studies (96 credit points):
MGN448 Negotiating Across Borders
AMN430 International Logistics Management
AMN431 Marketing Internationally
AYN424 International Accounting
or
LWS075 International Business and Law
Plus two from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia
Plus two Approved Option (Elective) units

Part C - Plus an additional 48 Credit Points from either:
(1) A 48cp minor from another Business stream
(2) 48 cp from another Business stream

Important Information
Note: Please note that from 2010, units previously coded “IBN” have been re-coded to reflect School ownership. Unit content is unchanged so students should not re-enrol in units of the same title if previously completed under the old code. Please refer to course notes at the end of this document.

* Students choosing AYN424 should choose Structure A and students choosing LWS075 should choose Structure B.

Full Time, Semester 1 Entry (Structure A) (for continuing students only)

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
EFN405 Managerial Economics
AMN430 International Logistics Management
Plus choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 1, Semester 2
EFN406 Managerial Finance
AMN431 Marketing Internationally
AYN424 International Accounting
One unit from the Foundation Studies List

Year 2, Semester 1
MGN448 Negotiating Across Borders
Two Approved Option (Elective) Units
Plus choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

Year 2, Semester 2
48 Credit Points from either:
(1) 48cp from another Business stream
(2) 48cp Dissertation

Full Time, Semester 2 Entry (Structure A) (for continuing students only)

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

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
One unit from the Foundation Studies List
Plus choose one from:
MGN444  Business in Asia
MGN445  Business in Europe
MGN446  Business in Australia

Year 2, Semester 2
MGN448  Negotiating Across Borders
AYN424  International Accounting
Two Approved Option (Elective) Units

Year 3, Semester 1
48 Credit Points from either:
(1) 48cp from another Business stream
(2) 48cp Dissertation

Part Time, Semester 1 Entry (Structure A) (for continuing students only)

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

Year 2, Semester 2
AMN431  Marketing Internationally
Year 3, Semester 2
MGN448 Negotiating Across Borders
One unit from the Foundation Studies List

Year 4, Semester 1
Two Approved Option (Elective) Units

Year 4, Semester 2 and Year 5, Semester 1
48 Credit Points from either:
(1) 48cp from another Business stream
(2) 48cp Dissertation

Full Time, Semester 1 Entry (Structure B) (for continuing students only)

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

Year 1, Semester 2
AMN431 Marketing Internationally
EFN406 Managerial Finance
Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

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

Year 2, Semester 2
MGN448 Negotiating Across Borders
Two Approved Option (Elective) Units
One unit from Foundation Studies List

Year 3, Semester 1
48 Credit Points from either:
(1) 48cp from another Business stream
(2) 48cp Dissertation

Part Time, Semester 1 Entry (Structure B) (for continuing students only)

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

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Year 1, Semester 2
- AMN430 International Logistics Management
- AMN431 Marketing Internationally

Year 2, Semester 1
- EFN406 Managerial Finance
- LWS075 International Business and Law

Year 2, Semester 2
- EFN405 Managerial Economics
  - One unit from the Foundation Studies List

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 Approved Option (Elective) Units

Year 4, Semester 1
- 48 Credit Points from either:
  - (1) 48cp from another Business stream
  - (2) 48cp Dissertation

Part Time, Semester 2 Entry (Structure B) (for continuing students only)

**STRUCTURE B**

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

Year 1, Semester 2
- MGN447 Managing in a Globalised Economy
- EFN405 Managerial Economics

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
- AMN430 International Logistics Management
  - One unit from the Foundation Studies List

Year 3, Semester 1
- EFN406 Managerial Finance
  - Choose one from:
    - MGN444 Business in Asia
    - MGN445 Business in Europe
    - MGN446 Business in Australia

Year 3, Semester 2
- MGN448 Negotiating Across Borders
  - Approved Option (Elective) Unit

Year 4, Semester 1
- LWS075 International Business and Law
  - Approved Option (Elective) Unit

Year 4, Semester 2 and Year 5, Semester 1
- 48 Credit Points from either:
  - (1) 48cp from another Business stream
  - (2) 48cp Dissertation

Discontinued Units and Unit replacement (for continuing students)

**Rename of Units**

- IBN403 replaced by MGN444 Business in Asia
- IBN404 replaced by MGN445 Business in Europe
- IBN435 replaced by MGN446 Business in Australia
- IBN408 replaced by MGN447 Global Business Operations
- IBN409 replaced by MGN448 Negotiating across Borders
- IBN410 replaced by AMN430 International Logistics Management
- IBN421 replaced by AMN431 Marketing Internationally
- IBN422 replaced by AMN432 Independent Study - International Business
- IBN426 replaced by AMN433 Special Topic on International Business
Potential Careers:
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: AMX430, IBN410
Credit points: 12
Campus: Gardens Point
Teaching period: 2011 SEM-1 and 2011 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.

Equivalents: MIN421
Credit points: 12
Contact hours: 3
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

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

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: 2011 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, 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: MIN404  Equivalents: IBN404, MGX445
Credit points: 12  Campus: Gardens Point  Teaching
period: 2011 SEM-1 and 2011 SEM-2

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 multi-cultural 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