Master of Business (International 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
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 elective units.

Course design
Students must undertake 192 credit points consisting of 144 credit points of prescribed units and 48 credit points of approved elective units. 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.

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.

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

English language requirements (international students)
In addition to the above academic entry requirement, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:

• IELTS: overall band score of 6.5 with no sub-band below 6.0; or
• TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

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 units from Complementary Studies List

COMPLEMENTARY STUDIES
48 Credit Points from either:
(1) 48cp minor from another Business stream; OR
(2) 48 cp from Dissertation

Full-time, Semester 1 Entry (Structure A)

Year 1, Semester 1
EFN405 Managerial Economics
MGN447 Managing in a Globalised Economy
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
or
Complementary Studies unit

PLUS

Year 2, Semester 1
MGN448 Negotiating Across Borders

Complementary Studies Unit

Plus choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

PLUS
AYN424 International Accounting
or
LWS075 International Business and Law

Year 2, Semester 2

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

Full-time, Semester 2 Entry (Structure A)

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

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

Year 2, Semester 1
EFN405 Managerial Economics
EFN406 Managerial Finance
AMN430 International Logistics Management

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

One unit from the Complementary Studies List
Two Complementary Studies Units

Year 3, Semester 1
- 48 Credit Points from either:
  1. A 48cp minor from another Business stream
  2. 48cp Dissertation

Part-time, Semester 1 Entry (Structure A)

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
- AMN431 Marketing Internationally
- 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

Year 4, Semester 1 and 2
- 48 Credit Points from either:
  1. A 48cp minor from another Business stream
  2. 48cp Dissertation

(2) 48cp Dissertation

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
- AYN424 International Accounting

Year 3, Semester 1
- EFN405 Managerial Economics
- Choose one from:
  - MGN444 Business in Asia
  - MGN445 Business in Europe
  - MGN446 Business in Australia

Year 3, Semester 2
- MGN448 Negotiating Across Borders
- One unit from the Complementary Studies List

Year 4, Semester 1
- Two Complementary Studies Units

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

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 2, Semester 1**
- LWS075 International Business and Law
- EFN405 Managerial Economics
- AMN430 International Logistics Management
  - 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. A 48cp minor from another Business stream
  2. 48cp Dissertation

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 2**
- MGN447 Managing in a Globalised Economy
- AMN431 Marketing Internationally
- EFN406 Managerial Finance
  - Choose one from:
  - MGN444 Business in Asia

**Year 2, Semester 2**
- EFN405 Managerial Economics
  - One unit from the Complementary 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 Complementary Studies Units

# Year 4, Semester 1

**LWS075** International Business and Law

Complementary Studies Unit

# Year 4, Semester 2 and Year 5, Semester 1

48 Credit Points from either:

1. A 48cp minor 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
- **LWS075** International Business and Law

or

- **LWS075** International Business and Law

Plus two from:

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

Plus two Approved Electives

### 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.

Published on: 16 May 2011
* 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**

- 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

**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 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

**Year 2, Semester 1**

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

**Year 3, Semester 1**

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

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EFN406 Managerial Finance
One unit from the Foundation 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 Approved Elective Units

Year 4, Semester 1 and 2
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

Year 1, Semester 2
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

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
AYN424 International Accounting

Year 3, Semester 1
EFN405 Managerial Economics
Choose one from:
MGN444 Business in Asia
MGN445 Business in Europe
MGN446 Business in Australia

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

Part Time, Semester 2 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
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
AYN424 International Accounting

Year 3, Semester 1
EFN405 Managerial Economics
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 B) (for continuing students only)  

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

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

#### Year 2, Semester 2  
- MGN448 Negotiating Across Borders  
  One unit from Foundation Studies List  
  Two Approved Elective Units  

#### Year 3, Semester 1  
- MGN447 Managing in a Globalised Economy  
  Choose one from:  
  - MGN444 Business in Asia  
  - MGN445 Business in Europe  
  - MGN446 Business in Australia  

#### Year 3, Semester 2  
- Two Approved 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  
  Choose one from:  
  - MGN444 Business in Asia  
  - MGN445 Business in Europe  
  - MGN446 Business in Australia  

#### Year 2, Semester 2  
- EFN405 Managerial Economics  
  One unit from the Foundation Studies List  
- LWS075 International Business and Law  

#### Year 3, Semester 2  
- Two Approved 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  
- One Approved Elective Unit  

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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.
Equivalent: 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
Equivalent: 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.
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-2 and 2010 SUM

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 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 SUM

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
Teaching period: 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-1, 2010 SEM-2 and 2010 SUM

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