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 | Page 1/7 |
EFN405  Managerial Economics
EFN406  Managerial Finance
MGN447  Managing in a Globalised Economy
One unit from the Complementary Studies List
MGN448  Negotiating Across Borders
AMN430  International Logistics Management
AMN431  Marketing Internationally
AYN424  International Accounting
or
LWS075  International Business and Law

One unit from the Complementary Studies List

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
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

Full-time, Semester 2 Entry (Structure A)

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
EFN406  Managerial Finance
AMN431  Marketing Internationally
AYN424  International Accounting
OR
Complementary Studies unit
PLUS

Information for future students
Published on : 16 May 2011
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<table>
<thead>
<tr>
<th>Year 3, Semester 1</th>
<th>48 Credit Points from either:</th>
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<td>(2) 48cp Dissertation</td>
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**Part-time, Semester 1 Entry (Structure A)**

**STRUCTURE A**

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

<table>
<thead>
<tr>
<th>Year 1, Semester 1</th>
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<tbody>
<tr>
<td>MGN447</td>
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<td>AYN424</td>
<td>International Accounting</td>
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<tr>
<td>Two Complementary Studies Units</td>
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**Part-time, Semester 2 Entry (Structure A)**

**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 1, Semester 2
- **AMN431** Marketing Internationally
- **EFN406** Managerial Finance
  
  One unit from the Complementary Studies List

#### Year 2, Semester 1
- **MGN448** Negotiating Across Borders
- **LWS075** International Business and Law
  
  Complementary Studies Unit
  
  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

### Full-time, Semester 2 Entry (Structure B)

**STRUCTURE B**

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

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

#### 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
- **EFN405** Managerial Economics
  
  One unit from the Complementary Studies List

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

**STRUCTURE B**

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

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

#### Year 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 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
48 Credit Points from either:
(1) A 48cp minor from another Business stream
(2) 48cp Dissertation

Part-time, Semester 2 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
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 Complementary 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

Complementary Studies Unit

Year 4, Semester 1
LWS075 International Business and Law

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

Potential Careers:
International Business Specialist.

UNIT SYNOPSISES

AMN430 INTERNATIONAL LOGISTICS MANAGEMENT
This unit introduces international logistics functions and develops a strategic approach to international business transactions and integration focusing on supply chain management. The unit introduces traditional and contemporary logistics concepts and describes international logistics operations including global transport systems, inventory management, materials handling and information management. Global supply chain management cases and strategies are integrated throughout the unit.

Equivalents: IBN410 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN431 MARKETING INTERNATIONALLY
In this unit students are exposed to the theoretical and planning aspects of marketing internationally. Through an applied approach, theoretical issues such as segmentation of international markets, life cycle, contingency and network approaches to international market entry choice, and market development and extension are addressed. Planning issues cover the strategic marketing processes involved, including international market research, and their application to regions and countries primarily in the Asia/Pacific region or Europe. Students are trained in the practical application of these theoretical and planning aspects through the development of an extensive international marketing plan.

Antirequisites: MIN421 Equivalents: IBN421 Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AYN424 INTERNATIONAL ACCOUNTING
This unit is designed to provide students with an insight into, and an appreciation of, many of the accounting problems and issues faced in an international business environment.
The unit examines issues including: accounting systems in the global environment; international patterns of accounting development including cultural influences on accounting; comparative international accounting systems and practices; the pressures for international accounting harmonisation and disclosure; international disclosure trends and financial analysis; global accounting issues into the twenty-first century.

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

EFN405 MANAGERIAL ECONOMICS
This unit addresses the following topics: managerial decision making in an economic environment; an introduction to economics, demand analysis, cost analysis, market strategy and the macroeconomic environment; issues including problems of resource allocation at the firm, in industry and in the economy.

Antirequisites: GSN203, GSN411, GSN414, GSN491, GSN492 and GSZ491  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 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, 2010 SEM-2 and 2010 SUM

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

Credit points: 12  Contact hours: 39 hrs  Campus: Gardens Point  Teaching period: 2010 SEM-1

MGN444 BUSINESS IN ASIA
The aim of this unit is to enable an intensive study of business and markets in Asia. The development of the major industries is examined, together with major intra-regional patterns of trade, commerce and finance. Significant economic, political and social factors determining developments are focused on, as well as regulatory restraints governing market access. Students are required to undertake a project that requires the application of knowledge of the region to a business issue.

Antirequisites: MIN403  Equivalents: IBN408  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  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
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-2