International Master of Business Administration (GS44)

Year offered: 2010
Admissions: No
Course duration (full-time): 3 semesters. Normally, the course can be completed in 14-16 months.
Domestic fees (indicative): 2010: Full fee tuition $14,000 (indicative) per semester
Domestic Entry: July and November
Total credit points: 144
Standard credit points per full-time semester: 48
Course coordinator: Dr Amanda Gudmundsson, email: bgsbenq@qut.edu.au
Campus: Gardens Point

Course structure

Units to be completed at QUT:

<table>
<thead>
<tr>
<th>Core Units:</th>
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<tbody>
<tr>
<td>GSN401 Managing in the Global Business Environment</td>
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<tr>
<td>GSN403 Understanding Data</td>
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<tr>
<td>GSN404 Financial Statements Analysis</td>
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<tr>
<td>GSN412 Business Law 1</td>
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<td>GSN460 Creative Problem Solving</td>
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<td>GSN490 Managing Technological Innovation</td>
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<td>Plus 2 Integrative Core units:</td>
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<tr>
<td>GSN416 Business Plans 1</td>
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<tr>
<td>GSN473 Corporate Governance and Accountability</td>
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<tr>
<td>Plus 2 Required units:</td>
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<tr>
<td>GSN221 Special Topic 1</td>
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<td>GSN222 Special Topic 2</td>
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<td>Or</td>
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<tr>
<td>IBN403 Business in Asia</td>
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<td>IBN404 Business in Europe</td>
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Units to be completed at other universities#

<table>
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<tr>
<th>Core Units:</th>
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<tr>
<td>GSN405 Strategic Management</td>
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<tr>
<td>GSN406 Human Resource Management Issues</td>
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<tr>
<td>GSN407 Business Communication</td>
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<tr>
<td>GSN409 Organisational Behaviour 1</td>
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<tr>
<td>GSN408 Fundamentals of Marketing Management</td>
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<tr>
<td>GSN410 Entrepreneurship</td>
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<td>GSN413 Financial Management 1</td>
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<td>GSN415 Understanding Leadership</td>
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<td>GSN491 Economics in Business 1</td>
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Plus Elective units:

18 credit points of elective units

#units are subject to availability at partner institution. Students may need to complete some of these units at QUT and/or may take the following units at the respective partner institution, in order to meet the program requirements:

GSN401 Managing in the Global Business Environment
GSN403 Understanding Data
GSN404 Financial Statements Analysis

Potential Careers:

Administrator, Manager.

UNIT SYNOPSISES

GSN221 SPECIAL TOPIC 1
This unit is offered to temporarily "house" subject matter which is not routinely offered by the Brisbane Graduate School of Business, but which is offered as a twelve credit point unit when specific subject matter is considered especially timely and/or in a semester when a visiting or adjunct professor is available with expertise that is not normally resident in the Faculty of Business.

**Prerequisite(s):** PG enrolment only  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

GSN222 SPECIAL TOPIC 2
Like GSN221, this unit is offered to temporarily "house" subject matter which is not routinely offered by the Brisbane Graduate School of Business. This unit is offered to students who have already taken GSN221 and who wish to take a second "Special Topic" twelve credit point unit in the same program.

**Prerequisite(s):** PG enrolment; plus GSN221  
**Contact hours:** 3 per week  
**Campus:** Gardens Point

GSN401 MANAGING IN THE GLOBAL BUSINESS ENVIRONMENT

Competence in managing is the key to success for any organisation and for any person within that organisation. The knowledge and ability to manage within the global business environment are crucial requirements for today’s and tomorrow’s managers. This unit introduces the planning, leading, organising and controlling functions of management to elucidate current trends in management practice in the global environment.

**Antirequisites:** GSN204, MGN409  
**Equivalents:**

Published on: 16 May 2011
GSZ401  Credit points: 6  Contact hours: 3 per week  
Campus: Gardens Point  Teaching period: 2010 6TP2, 2010 6TP4 and 2010 6TP6

GSN403 UNDERSTANDING DATA
This unit is designed to provide students with a clear understanding of different types of data and techniques to present and analyse real world problems relevant to business and managers. Students are introduced to various techniques of organising, presenting and analysing economic and business data. Topics include probability theory, descriptive and inferential statistics. 
Antirequisites: EFN409  Equivalents: GSZ403  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP1, 2010 6TP2, 2010 6TP3 and 2010 6TP5

GSN404 FINANCIAL STATEMENTS ANALYSIS
This unit introduces students to basic accounting concepts and financial statements, and then explores methods of analysing them to give an informed understanding of the financial well being of the entity. Throughout, it takes the perspective of the user of financial statements, and in this role, explores the information in financial statements and how the three basic accounting statements are linked, and interdependent. The course guides students through the process of analysing financial statements, how to interpret findings and how to understand what the analysis and other contextual data tell them about the business. 
Antirequisites: GSN202  Equivalents: GSZ404  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP2, 2010 6TP4 and 2010 6TP6

GSN405 STRATEGIC MANAGEMENT
Strategy is the process of determining goals and moving towards the achievement of those goals in a business, government, or not-for-profit setting. This unit introduces the concept of strategy and explores the basic tenets of the strategy process, competitive advantage, and strategic management in a changing global environment. It lays in the foundations for students in terms of understanding contemporary thinking in the strategy field. The learning process is enhanced by practical real-time examples of strategy in action utilising the case study method of learning. 
Equivalents: GSN405  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP1, 2010 6TP2, 2010 6TP3 and 2010 6TP5

GSN406 HUMAN RESOURCE MANAGEMENT ISSUES
This unit examines the challenges faced by managers in achieving effective human resource management in the contemporary business environment. An issues-based approach is adopted to focus attention on the need for the individual managers to complement their technical expertise with knowledge and skills in people management. Specific attention is given to the human resource management implications arising from the global business environment and the changing nature of organisations. 
Equivalents: GSN406  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP1, 2010 6TP3 and 2010 6TP5

GSN407 BUSINESS COMMUNICATION
Business Communication is an introductory unit that promotes effective written and spoken communication skills in a range of situations encountered by managers. Students will better understand the principles of effective written and spoken communication by exploring communication theory and undertaking several practical exercises and tasks. 
Antirequisites: CON404  Equivalents: GSZ407  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP2, 2010 6TP4 and 2010 6TP6

GSN408 FUNDAMENTALS OF MARKETING MANAGEMENT
This unit provides students with the opportunity to critically examine and evaluate the role of marketing and its contribution to the strategic processes of the modern firm operating in an increasingly competitive national and international environment. Key marketing decision areas are examined, including the marketing concept, the marketing mix, marketing information systems and marketing research, market segmentation, targeting and positioning, and the process of marketing planning, implementation and control. Students have the opportunity to consider the evolution of marketing philosophy, determinants of consumer and organisational behaviour and the influences of environmental forces on marketing decision-making within the firm. 
Antirequisites: GSN206  Equivalents: GSN408  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP1, 2010 6TP3 and 2010 6TP4

GSN409 ORGANISATIONAL BEHAVIOUR 1
Organisational Behaviour 1 is an introductory unit which analyses human behaviour at work with a focus on issues of personality, motivation, group interaction, occupational stress, and health and organisational change. The unit examines issues related to aspects of the working environment and to the relationship between managerial strategies, organisational structures and their effects on performance, health and autonomy. 
Antirequisites: MGN412  Equivalents: GSN409  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP1, 2010 6TP3 and 2010 6TP5
GSN410 ENTREPRENEURSHIP
This unit introduces the student to the field of entrepreneurship and the management of innovation. Entrepreneurial behaviour can take place within existing organisations (as intrapreneurship) or by starting a new business venture that is created to exploit a new technology or to introduce a new product, service, or business process. Topics include entrepreneurial attitudes, abilities and behaviours and culture; opportunity recognition and the development of new venture ideas; viability screening for initial and sustainable competitive advantage; risk recognition and mitigation; intellectual property protection; and developing the business model for a new enterprise.

Antirequisites: GSN300  Equivalents: GSZ410  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP2, 2010 5TP3, 2010 6TP4 and 2010 6TP6

GSN412 BUSINESS LAW 1
This unit provides managers with an overview of basic legal principles, which form the foundation of the laws of commercial transactions from the perspective of, and with particular relevance, to managers. Students will learn key elements of the rules governing business dealings by the interaction of the laws of contract, agency and franchising, property law, securities and bailment, company law and consumer law. The unit also introduces students to the Australian legal and statutory structure and provides an overview of the legal nature of business entities.

Antirequisites: AYN410, EFN413  Equivalents: GSZ412  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP2, 2010 6TP4, 2010 6TP5 and 2010 6TP6

GSN413 FINANCIAL MANAGEMENT 1
This unit introduces the student to the international financial environment in which business operates. The three major lessons in finance (time value, diversification and arbitrage) are introduced. Topics include time value of money, valuation, sources of funds, behaviour of firms and financial markets, introduction to investment evaluation, diversification, risk and return, and cost of capital.

Prerequisites: GSN403  Antirequisites: EFN406  Equivalents: GSZ413  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP2, 2010 5TP5, 2010 6TP4 and 2010 6TP6

GSN415 UNDERSTANDING LEADERSHIP
Leadership is the process of persuasion or example by which an individual influences others to pursue identified goals. The skills of leadership can be identified and learned. This unit explores the attributes, roles and tasks of leaders in contemporary business situations and the issues that impact on leadership, such as leader-follower interaction, ethics, leadership characteristics and leadership development. This unit culminates in the development of leadership profiles of contemporary leaders with an exploration of their characteristics and how their leadership roles are exercised.

Equivalents: GSZ415  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP1, 2010 6TP3, 2010 6TP4 and 2010 6TP5

GSN416 BUSINESS PLANS 1
This unit offers students the opportunity to write a formal business plan for a new business venture or offshoot of an existing venture. As business planning is an intensive viability screening exercise in which the business planners must consider all strategic alternatives, students are required to choose a preferred ‘business model’ and analyse whether or not the proposed new venture appears to be viable. The business plan is a document that communicates this viability to an investor or other potential stakeholders in the new business and the structure and content of the business plan is crafted according to its intended role in a multi-stage communication process with the target reader.

Prerequisites: GSN405, GSN410, and 84 credit points of MBA units (GSN% units)  Equivalents: GSZ416  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 6TP1, 2010 6TP3 and 2010 6TP5

GSN460 CREATIVE PROBLEM SOLVING
This unit introduces the student to the field of creative thinking for new business initiatives in the global business environment. The problem solving methods presented also have application for ‘intrapreneurs’ in established firms. Topics include organisational issues for managing creativity; methods of thinking; formal analysis approaches; individual creative techniques; and group based problem solving. Candidates will apply specific techniques to case studies during the semester. Video records of tutorials will be used to facilitate feedback for improved learning outcomes.

Contact hours: 3 per week  Campus: Gardens Point

GSN473 CORPORATE GOVERNANCE AND ACCOUNTABILITY
Boards of directors and managers of organisations are now legally as well as morally accountable for policies, processes, and outcomes to an increasingly vocal set of stakeholders. Many of these accountabilities are not new, although until recently they may have not been monitored rigorously or at all. Recent high-profile corporate collapses and the widespread impact of the costs of these failures have resulted in greater regulation supplanting the former self-regulation practices. GSN473 examines the roles of the board and management in implementing and monitoring a sound corporate culture, proactively identifying and dealing...
with risk, and safeguarding the company's assets and its place in our society and economy.

**Prerequisites:** GSN404, GSN412, and 84 credit points of MBA units (GSN% units)

**Equivalents:** GSZ473

**Credit points:** 6

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 6TP2, 2010 6TP4, 2010 5TP7 and 2010 6TP6

**GSN490 MANAGING TECHNOLOGICAL INNOVATION**

The role of technological innovation is crucial for the effective performance of modern enterprises. This unit explores the concepts of innovation and provides a managerial understanding of the major types of contemporary information technologies. These are used to explore the way technological innovation integrates and supports a broad range of business functions and processes and can be used strategically to provide advantage to an enterprise.

**Prerequisites:** GSN405, and 42 credit points of MBA units (GSN% units)

**Antirequisites:** GSN402

**Equivalents:** GSZ490

**Credit points:** 6

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 6TP1, 2010 5TP2, 2010 6TP3 and 2010 6TP5

**GSN491 ECONOMICS IN BUSINESS 1**

This unit is designed to show how economics provides a framework of analysis, and a powerful set of tools that can be used by managers to understand the market conditions affecting business performance. It examines the forces that influence production and pricing decisions in individual markets and how market forces interact to determine the level of macroeconomic activity. The course provides a self-contained treatment of the major themes in micro and macro economics. It also provides a solid foundation for further study of the subject.

**Antirequisites:** EFN405, GSN411, GSN414

**Equivalents:** GSZ491

**Credit points:** 6

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 6TP2, 2010 13TP2, 2010 6TP4 and 2010 6TP6

**IBN403 BUSINESS IN ASIA**

From 2010, this unit has been recoded, please see MGN444

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 focussed upon, as well as regulatory restraints governing market access. Students are required to undertake a project which requires the application of knowledge of the region to a business issue.

**Antirequisites:** MIN403

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point

**Teaching period:** 2010 6TP2, 2010 13TP2, 2010 6TP4 and 2010 6TP6

**IBN404 BUSINESS IN EUROPE**

From 2010, this unit has been recoded, please see MGN445

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

**Credit points:** 12

**Contact hours:** 3 per week

**Campus:** Gardens Point