Executive Master of Business Administration (GS50)

Year offered: 2011  
Admissions: Yes  
Course duration (part-time): 22 months (block mode) commencing 28 January  
Domestic Fees (indicative): 2011: Full fee tuition $17,600 (indicative) per semester  
International Fees (indicative): 2011: $21,250 (indicative) per semester  
Domestic Entry: January  
Total credit points: 144  
Standard credit points per full-time semester: 48  
Course coordinator: Dr Vicky Browning  
Campus: Gardens Point

Why choose this course?

QUT’s Executive MBA (EMBA) program is designed to take experienced managers to new levels as highly skilled leaders. You will build real-world capabilities in the areas of strategy and creativity with a continual focus on personal leadership development. You will remain in the company of other busy professionals for the duration of your program and beyond, enhancing both your learning and networking opportunities.

Academic facilitators and real-world practitioners will challenge your thinking as you develop a better understanding of yourself and others, broadening your horizons as you synthesise and apply newly-acquired skills and knowledge. You will have the opportunity to reflect on your development with a professional leadership coach and engage in strategic problem solving discussions with a highly placed Executive Advisor.

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The concept of “knowing one’s self” lies at the heart of this select program facilitating the development of a deep understanding of personal attributes and leadership traits. Leadership coaches will help you develop your own clear career goals along with strategies for how they may be achieved. This self-analysis process enhances learning outcomes from other critical business-skill units you will undertake and will enhance your potential to become one of the business leaders of tomorrow.

In addition to self-realisation and leadership, this unique Executive MBA integrates fundamental units in financial management, law, HR and marketing with more advanced elements that include international business, entrepreneurship, governance and business-planning. The program includes a study tour to China, honing awareness of the demands of the quickly changing globalised business world. During the tour you will learn the intricacies of negotiating and conducting business in a foreign culture and applying commercial expertise in a vastly different environment.

The Executive MBA places great emphasis on leadership and decision-making. To enhance your learning in these critical areas you will undertake a leadership practicum supported by a senior executive, typically a CEO of a large organisation, who will provide guidance and mentoring in executive decision-making. You will experience first-hand how governance issues are handled at the highest levels in the real world.

The program accommodates no more than 40 busy executives who remain together as a cohort for 22 months. Typically, during this time you are likely to make some really good friends and develop a network of business contacts second-to-none.

The EMBA program is delivered once every four weeks from Friday to Sunday over 22 months. It will be one of the most challenging and rewarding investments of your professional life.

The Executive MBA is aimed at people who:

- are in executive, senior and middle management positions who wish to become tomorrow’s business leaders,
- wish to complement their real world knowledge with world-standard academic qualifications,
- have qualifications in a non-business field and want to strengthen their managerial capabilities,
- are looking for career advancement,
- own and operate their own or their family’s business, or
- consult to businesses in the Australian and international context.

Course design

The Executive MBA is a prescribed program. Students are required to undertake 24 units of 6 credit points each.

The intake for the EMBA is in January and the program runs for 22 months. Classes are scheduled every four weeks over a Friday to Sunday weekend session, with 18-21 hours of classes per weekend session each month of the program; plus one intensive session (International Study Tour) in April 2012. The intensive block sessions allow students to schedule some dedicated time to study with minimal interference to their business commitments.

Advanced standing

Advanced standing may be granted only if the course units for which the advanced standing is being sought have been
completed in the last five years from an accredited business school or university (eg AACSB, EQUIS, AMBA).

Advanced standing may also be granted at the discretion of the Graduate Studies Director under the following criteria:

1. The business school or university is highly ranked by an international publication or agency
2. There is a pre-existing exchange/cross-institutional agreement
3. The applicant is considered to be in the top third of his/her class cohort or has a GPA of 5.75 or more on a 7-point scale.

**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.

Further information
If you have any further questions regarding this course please contact the Corporate Education Office on 3138 6874, via email on emba@qut.edu.au or on Level 5, B Block, Gardens Point campus.

**Abbreviation**
EMBA

Course structure for commencing students

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<td>GSZ404</td>
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<td>Business Leadership Practicum</td>
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**UNIT SYNOPSES**

**GSZ401 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 and MGN409  **Equivalents:** GSN401  **Credit points:** 6  **Teaching period:** 2011 6TP2

**GSZ403 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:** GSN403  **Credit points:** 6  **Teaching period:** 2011 6TP3

**GSZ404 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: GSN404    Credit points: 6    Teaching period: 2011 6TP5

GSZ405 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    Teaching period: 2011 6TP2

GSZ407 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: GSN407    Credit points: 6    Teaching period: 2011 6TP2

GSZ408 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    Teaching period: 2011 6TP3

GSZ409 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    Teaching period: 2011 6TP3

GSZ412 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 and EFN413    Equivalents: GSN412    Credit points: 6    Teaching period: 2011 6TP5

GSZ415 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: GSN415    Credit points: 6    Teaching period: 2011 6TP5

GSZ551 NEGOTIATION SKILLS AND STRATEGIES
Negotiation is an important part of everyday management, and effective negotiation skills are indispensable for successful managers. This unit provides students with the conceptual framework to analyse the business negotiation process. Negotiation simulations will enable students to develop negotiation competence through experience. The exploration of negotiation practices in different contexts will better prepare students for negotiation in the increasingly globalised business environment.

Equivalents: GSN551    Credit points: 6    Teaching period: 2011 6TP6
GSZ554 SELF REALISATION AND PERSONAL DEVELOPMENT
Self awareness provides a foundation for both personal and leadership development. This unit provides an opportunity for students to increase their understanding of themselves and how their interactions with others impact on their effectiveness as managers. Personal development is explored in the context of cultural understanding and ethics. This unit contributes to the core competencies of: Change and Journey; Innovation, Creativity and Working Smarter; Leadership; Culture and Being Human; and Probity and Governance; as it deals with the role, behaviour and development of the individual.

Antirequisites: GSZ601  
Equivalents: GSN503  
Credit points: 6  
Teaching period: 2011 6TP6

GSZ556 CREATIVE AND ENTREPRENEURIAL THINKING
This unit provides opportunities for improving individual and group creative problem solving skills; to minimise barriers to creativity and generate possibilities for addressing commercial or operational problems; and for designing new operational environments through the use of creative and entrepreneurial thinking. This unit lays the groundwork for designing environments to identify and capture opportunities for operational performance improvement and business renewal.

Equivalents: GSN526  
Credit points: 6  
Teaching period: 2011 6TP6