Graduate Certificate in Business Administration (GS87)

Year offered: 2013
Admissions: Yes
CRICOS code: 031575D
Course duration (full-time): 6 months
Course duration (part-time): 1 year
Domestic Fees (indicative): 2013: $14,900 (indicative) per Semester

Student Services and Amenities Fee
You'll need to pay the Student Services and Amenities Fee (SSAF) as part of your course costs. More information on the SSAF - http://www.student.qut.edu.au/fees-and-finances/study-costs/fee-schedule/table-I-student-services-and-amenities-fee

Start month: March, July
Deferment allowed: No
Total credit points: 48
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Vicky Browning
Discipline coordinator: Dr Vicky Browning
Campus: Gardens Point
Attendance: Part-time, Full-time

To be considered for admission, applicants must:
- demonstrate proficiency in the English language
- hold a Bachelor degree in any field from a recognised university with a minimum grade point average (GPA) of 4.5 on QUT's 7-point scale
- have a GMAT score of at least 550
- have a minimum three years full-time equivalent relevant managerial or professional work experience post-degree
- provide two referee reports on proforma.

Prior academic achievement
Prior academic study at the Bachelor level can be in any field at any recognised tertiary institution. Original or certified copies of academic transcripts that show date of completion or conferral of degree(s) and a Grade Point Average (GPA) must be provided. Not all undergraduate degrees from overseas institutions are assessed as being equivalent to Australian bachelor degrees. Applicants who have not completed a recognised bachelor degree, including the three-year diploma in China, will be considered for admission into the Graduate Certificate in Business Administration based on their Graduate Management Admission Test (GMAT) score, prior work experience and referee reports. Graduate Management Admission Test (GMAT) As applicants may come from a range of fields and their work experience may be diverse, a management aptitude test score is a useful indicator of an applicant's ability to meet the program's academic requirements. All applicants are required to undertake the GMAT. There will be no exemptions based on prior education or experience. GMAT test scores are valid for five years. If you have already undertaken the GMAT QUT needs to see a certified copy of your Test Takers Score. If you are planning to take the GMAT, please have the results sent directly to QUT (our identification number is 1677). GMAT details (PDF file, 271.78 KB) - http://qut.edu.au/__data/assets/pdf_file/0005/232178/GMAT-FAQ.pdf

Work experience Relevant work experience indicates applicants will be able to contribute to class discussions. A minimum of three years full-time equivalent professional or managerial work experience is required after the completion of an undergraduate degree. To enable us to assess your work experience, a current curriculum vitae providing details of your roles, responsibilities and achievements is required. Referee reports All applicants must obtain two referee reports on the referee proforma. At least one referee report should be from your current employer. The referees may choose to send the recommendations directly to QUT (fax, email and postal addresses are provided on the proforma). Referee Proforma (DOCX file, 106.99 KB) - http://qut.edu.au/__data/assets/word_doc/0011/29783/QUT-MBA-Referee-Proforma.docx

Course highlights
- Update your skills and acquire in-depth knowledge and skills in business disciplines to lead with confidence in complex business environments.
- Opportunities to progress on to the Master of Business Administration.
- Complete in 1 semester full-time or 2 semesters part-time.

Details:
The Graduate Certificate in Business Administration is one of the courses offered in the MBA suite. This course is effectively one-third of the MBA program and allows professionals to update their skills and acquire in-depth knowledge and skills in the core discipline areas of business.

Structures and Units

Course design
Students must complete two MBA core units, and select a further 36 credit points from MBA core units.

Articulation
Articulation into the MBA program is possible after successful completion of the Graduate Certificate in Business Administration with a minimum grade point average of 4.5 (on QUT's 7-point scale).
Course structure - commencing 2013

UNIT SYNOPSES

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.

Prerequisites: GSN404, GSN405, GSN407, GSN409
Antirequisites: EFN409
Equivalents: GSZ403
Credit points: 6
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2013 6TP4

GSN404 ACCOUNTING FOR DECISION MAKING
This unit provides students with the opportunity to develop an understanding of accounting techniques that are useful for managerial decision making. Essentially this unit concentrates on two key areas of particular importance to business managers and leaders: budgeting and cost control accounting and the analysis and interpretation of financial statements. Through the study of this unit, students will be in a better position to make informed predictions, recommendations and decisions about future directions and actions that are needed to ensure the financial stability of a particular organisation.

Antirequisites: GSN202
Equivalents: GSZ404
Credit points: 6
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2013 6TP4 and 2013 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. The Strategic Management 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 the foundations for students in terms of understanding contemporary thinking in the strategy field.

Antirequisites: GSZ402
Equivalents: GSZ405
Credit points: 6
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2013 6TP2 and 2013 6TP4

GSN406 HUMAN RESOURCE MANAGEMENT ISSUES
There is increasing recognition internationally of the critical contribution of effective people management in obtaining and sustaining a strategic advantage in an increasingly globally competitive business environment.
This unit provides students with the opportunity to examine the challenges faced by managers and leaders in achieving effective human resource management in the complex business environments of today and tomorrow. The unit adopts an issues-based approach, designed to build awareness of the human resource management issues and build contextually specific solutions to those issues in diverse industry contexts.

**Equivalents:** GSZ406  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 6TP3

**GSN407 COMMUNICATING TO INFLUENCE**
Specialised knowledge alone is no longer enough to guarantee success in business; you must be able to effectively communicate this knowledge with a variety of audiences, in a variety of situations and using a range of communication technologies.

This unit provides students the opportunity to develop highly effective and persuasive oral, written and technology enabled communication skills. The unit encourages students to develop an understanding of their audience, sensitivity to language use and to demonstrate the value and power of language as a means of persuasion in managerial and leadership contexts.

**Antirequisites:** GSZ406  **Equivalents:** GSZ407  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 6TP2 and 2013 6TP4

**GSN408 FUNDAMENTALS OF MARKETING MANAGEMENT**
The Fundamentals of Marketing Management unit provides students with the opportunity to critically examine and evaluate the role of marketing and its contribution to the strategic processes of organisations operating in increasingly complex and highly competitive global business environments. A study of key marketing decisions made by real world organisations are examined including the marketing concept, the marketing mix, marketing information systems, marketing research, market segmentation, targeting and positioning, and the process of marketing planning, implementation and control.

**Equivalents:** GSZ408  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 6TP4 and 2013 6TP6

**GSN409 UNDERSTANDING AND LEADING OTHERS**
The Understanding and Leading Others unit will help students to be able to identify, assess and understand the factors that influence the thoughts, feelings, motivations and actions of individuals in the workplace. Students will then have the opportunity to apply these insights into human behaviour within organisations to determine the most effective strategies and courses of action for maximising the potential of individuals and to lead and build high performing face-to-face and virtual teams.

**Antirequisites:** MGN412  **Equivalents:** GSZ409  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 6TP6

**GSN410 ENTREPRENEURSHIP**
The Entrepreneurship unit introduces students to the field of entrepreneurship and the management of innovation. Through the study of this unit, students will be able to develop an understanding of entrepreneurial attitudes, abilities, behaviours and culture and explore a range of issues related to opportunity recognition, viability screening for sustainable competitive advantage, risk recognition and mitigation, intellectual property protection and developing a business model for a new enterprise.

**Equivalents:** GSZ410  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 6TP5

**GSN412 BUSINESS LAW**
The Business Law 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: 2013 6TP2

**GSN413 FINANCIAL MANAGEMENT**
It is essential for business leaders and managers who must make financial decisions, to have a fundamental understanding of the operation of financial markets and how these markets impinge on the operation of their organisation. They must know how to properly value cash flows and other assets, and understand the fundamentals of asset diversification, risk and return, and the cost of capital.

This unit introduces students to the national and international financial environments in which they operate from a personal and business perspective. The unit explores the three major lessons in finance: time value, diversification and arbitrage.

**Prerequisites:** GSN403  **Antirequisites:** EFN406  **Equivalents:** GSZ413  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 6TP4
GSN415 LEADERSHIP AND COMPLEXITY
In a complex society where changes are occurring with increasing speed and frequency, leadership has never had greater significance, nor has it been more challenging.

The Leadership and Complexity unit is designed to improve the capacity of students to understand, communicate and influence the people they will lead in complex, rapidly changing business environments. Students will be taken through a variety of reflective activities designed to help them to shape up their own leadership philosophy that will form the foundation of their leadership style.

**Equivalents:** GSN415  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 6TP1

GSN468 PROBLEM FRAMING FOR CREATIVE ACTION
Simple problem solving approaches are no longer sufficient to solve and manage the complex and multi-faceted business problems of today and tomorrow. Instead, managers need to be skilled in new approaches such as problem reframing, creative problem solving, lateral, analogical and design thinking that support creative and innovative approaches for dealing with complex business challenges.

This unit enables students to explore contemporary and creative approaches to problem framing and problem solving in complex business environments both at the individual and group level. Students will also have the opportunity to investigate how to create workplace environments that encourage and foster creativity and innovation.

**Equivalents:** GSN504, GSN526, GSN468, GSN526, GSN556  Credit points: 6  Campus: Gardens Point  Teaching period: 2013 6TP5

GSN490 MANAGING TECHNOLOGICAL INNOVATION
The management of technological innovation is a strategic process that supports, drives and influences the strategic management of the firm. The Managing Technological Innovation unit explores the dynamics of technological innovation, how to identify trends within their technological and competitive environments and use these insights to craft an innovation strategy and importantly strategies for operationalizing the innovation.

**Prerequisites:** GSN405 and GSN410  **Equivalents:** GSN490  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 6TP1

GSN491 ECONOMICS IN BUSINESS
For business leaders and managers to operate in the volatile global business environment of today, it is important for them to have a fundamental understanding of both macro and micro economics to guide their business decision making.

This unit introduces students to an analytical framework that is needed to understand how market conditions are determined at both the micro and macro levels and how market conditions affect business performance, including issues such as supply and demand, market structures and how they impact pricing strategies and decisions of individual firms, structure of the economy as well as some exploration of international trade.

**Antirequisites:** EFN405, GSN411, GSN414  **Equivalents:** GSN491  Credit points: 6  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2013 6TP3 and 2013 6TP5

GSN497 PERSONAL LEADERSHIP AND CHANGE
It is widely recognised that self-awareness provides a foundation for understanding ourselves as leaders and is a key attribute that characterises truly great leaders. This unit explores personal leadership in the context of cultural understanding and ethics and how students’ interactions with others impact on their effectiveness as leaders in a complex business environment. This unit provides students with the opportunity to look inwardly to gain a deeper understanding of themselves and to benchmark where they are currently as a leader. Students are encouraged to identify opportunities for growth and development through the development of a leadership development plan that will be revisited in GSN415 Leadership and Complexity.

**Equivalents:** GSN503,GSZ497,GSZ503,GSZ554  Credit points: 6  Campus: Gardens Point  Teaching period: 2013 6TP1 and 2013 6TP5