

## MASTER OF BUSINESS ADMINISTRATION - SUBJECT DESCRIPTIONS

### SEMESTER 1 + 1 Elective\*

<b>C</b>	BUS9001	Strategic & Critical Thinking in Business	Strategy is about making a business competitive so all accountants, managers, business owners and investors need a basic understanding of strategic thinking and associated management processes. This fundamental subject provides the basis for the degree by developing an understanding and practical applications of the use of strategic information and planning. In this internet dominated global business environment, being able to critically analyse and interpret the strategic signals and resources available online to inform decision making requires an understanding of the assumptions that underlie those signals and resources. This subject provides students with an introduction to the critical and strategic thinking necessary to interpret the assumptions and rules that underlie business processes. Students will apply evidence-based research methods, analyse, and interpret global business case studies and prepare a strategic management plan.
<b>C</b>	BUS9002	Managing People & Organisations	The organisations we work in are rich and complex organisms in which many interactions, relationships and processes take place daily. This subject introduces students to the fundamentals of management and organisational behaviour with attention to the international context of management practice. The major theories and models of communication, group dynamics, individual behaviour, learning and motivation, leadership, power and politics, ethics and social responsibility are examined with an emphasis on the application of theory to dilemmas and issues likely to confront managers.
<b>C</b>	BUS9003	Strategic Planning for Innovation	This subject introduces students to the key concepts, knowledge and skills required to undertake the process of strategic planning for an organisation that values innovation. Students learn to identify and prioritise external and internal issues and opportunities most critical to an organisation, set appropriate goals and develop strategies that support innovation. Links between strategic planning, social and environmental sustainability and other disciplines that form part of this MBA program (i.e. marketing, finance, economics, organisational behaviour) will be identified so that students can understand the processes that assist an organisation to transform innovative ideas into sustainable competitive advantage.

### SEMESTER 2 + 2 Electives\*

<b>C</b>	BUS9004	Accounting & Finance	Many of the decisions that managers, business owners and investors make are based on accounting information. Being able to analyse and interpret accounting reports to inform decision making requires an understanding of the processes and assumptions that underlie those reports. This subject provides students with an introduction to financial accounting and the underlying assumptions and rules. Students will analyse and interpret the financial reports of a company listed on the Australian Stock Exchange. Capital investment and other business financing decisions models will also be explored.
<b>C</b>	BUS9005	Economics for International Business	This subject provides an overview of the field of economics and how it relates to business in an international context. Students will study microeconomics, including the development of the market model, analysis of cases where the model fails to operate and implications for business decision making in terms of strategy, production, and pricing. Macroeconomic concepts are covered, with emphasis on the international economic context and implications of internal and external shocks for general economic performance. Students conduct research and perform an economic risk analysis of a foreign country for business decision making purposes.

### SEMESTER 3 + 1 Elective\*

<b>C</b>	BUS9006	Entrepreneurship & Innovation	This subject covers a broad range of topics relevant to innovation and entrepreneurship with a focus on business, environmental, and social sustainability. Strong theoretical foundations are combined with practical application. There is a strong emphasis on the business model concept. The subject encompasses the entrepreneurial mindset in the 21st century, resilient entrepreneurship – from opportunity identification to the business model, planning and growing the new venture and financial matters for entrepreneurial ventures. Students will be asked to consider cultural diversity as it applies to entrepreneurship and to recognise the importance of entrepreneurial imagination and creativity.
<b>C</b>	BUS9007	Strategic Marketing Management	This subject provides an overview of the marketing discipline in relation to strategic decision making and action. It applies marketing concepts to profit and non-profit oriented organisations, exposes students to the implications of digital transformation, and highlights the importance of ethical marketing practices. Students will study the application of marketing concepts in diverse cultures across different markets.
<b>C</b>	BUS9008	Research, Data Analysis & Decision Making	Understanding industry best practices and consumer demographics, preferences and needs is important for making good business decisions. This subject introduces practical approaches and methods that students can use to gather information relevant to their business and industry, make sense of that information, and use it to inform their business decisions and practices. Students will learn how to search for and interpret online information, choose appropriate business research methods, and develop effective tools for gathering meaningful quantitative and qualitative data, and analyse and interpret that data. Ethical issues in business research will also be introduced. The subject will equip students to apply research skills to problem-solving and decision-making in authentic business scenarios.

### SEMESTER 4 + 2 Electives\*

<b>C</b>	BUS9009	Corporate Governance & Risk Management	Corporate governance is a combination of organisation policies, procedures, and decision-making bodies that together, determine how organisations manage their risks and achieve their objectives. Corporate governance systems include organisation structure, processes and controls and are impacted by organisational leadership and organisational culture. Students will gain an awareness of corporate governance and organisational governance frameworks and their association with managing risks and controls. This subject provides a basis for researching and understanding the application of organisational risk management and controls in accordance with. Students will research current corporate governance principles, analyse, and interpret business case studies and prepare a risk management plan.
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C	BUS9010	Capstone Project	This subject provides students with the opportunity to integrate and consolidate the key concepts, principles, and practices learned over the course of their studies through an applied project that addresses a real-world business need. Projects will draw on students' research, planning, critical and creative thinking, and problem-solving skills. Students will develop a project proposal, execute their project, and report on the findings of their project.
Core / Elective	SUBJECT CODE	SUBJECT NAME	SUBJECT DESCRIPTION
<b>ELECTIVES (please note subjects indicated as part of MBA Specialisations)</b>			
E	BUS9020	Project Management for Innovation	A diverse set of project management and leadership skills are required from project initiation through to completion for an organisation that values innovation. Students in this subject are introduced to concepts and language used by project management practitioners in conjunction with the terminology recognised by the Project Management Institute (PMI). Students explore various methods for delivery via traditional and non-traditional approaches and examine the triple constraint of scope, time and cost and other fundamentals for project success. These include risk, communications, and quality as they are applied to projects supporting innovation. This subject also covers progress and performance measurement and governance on projects together with the principles of change management and benefits realization of projects.
E	BUS9021	International Business and Corporate Social Responsibility	In the world wide web of business, economies of many countries are inter-related and inter-dependent. Accordingly, accountants, managers, business owners and investors need an understanding of international business and associated management processes, and an awareness of the legal and ethical aspects of cross-border business arrangements. An appreciation of the social implications of international business is required, as recognised by the fact that corporate social responsibility is now an international obligation under the World Trade Organisation and associated regulations.  To construe and manage business in a cross-cultural context, an ability to engage with culturally diverse organisations across different countries is required. This subject provides a basis for researching and understanding the application of international business principles. Students will research, analyse, interpret, and report on international business case studies.
E	BUS9022	Accounting & Reporting for Management	This subject builds on the accounting knowledge and skills developed in BUS9004 Accounting & Finance. It develops students' numerical and analytical skills together with their electronic spreadsheet skills using MS Excel to generate and interpret information that guides organisational planning, control and decision making. Students will acquire knowledge and skills in product and service costing, budgeting, and forecasting, performance evaluation, and relevant costing principles that guide the management of working capital. Students will explore the relationship between management accounting and strategy, and the influence of ethical, social, and cultural factors on generating and interpreting information.
E	BUS9023	Corporate Finance	This subject introduces students to the key financial decisions that modern corporations face, as well as the different methods that can be employed to maximise the value of the firm's assets. Financial managers are required to make important decisions on behalf of the firm regarding its investment, financing, and shareholder distributions, each of which will impact on the value of the firm. Students learn how to apply key finance principles to understand and measure business success and to maximise the firm value. Students also learn how to use valuation techniques to make sound business investment and acquisition decisions. Finally, students will use excel techniques, and common investment analysis applications to make sound financial decisions and investments.
E	BUS9024	Law for Leaders	This subject introduces students to the Australian legal system, contract law and corporations law. Students learn principles, rules, cases and legislation underpinning commercial contractual responsibilities and gain an in-depth understanding of the compliance regime governing corporations law. Students will use their research and analytical skills to gather information from reliable sources and interpret and apply this information to authentic business scenarios.
E	BUS9025	Communication in a Globalised Business Environment	This subject is designed to make students aware of the communication skills required by managers and leaders in culturally diverse business environments and to provide students with an opportunity to develop those skills. Various forms of two-way and didactic communication are explored with a focus on communication styles that promote good management and leadership. Students will gain experience in written, face to face and digital communication channels.  This subject requires students to understand theories and models of communication and cultural competency, reflect on their own capabilities and recognise what communication skills they require to be successful international business managers and leaders.
E	BUS9026	Strategic Human Resource Management	Modern and agile businesses that are focused on performance improvement, understand the importance of linking their human resource function with the strategic objectives of the organisation. Strategic Human Resource Management (SHRM) emphasises the importance of people to the business and concentrates on longer-term resourcing issues within the context of an organisation's goals and the evolving nature of work in the global economy. This subject provides students with an extensive understanding of the theory and practice of SHRM so they can develop policies and practices relating to the legal, ethical, and socially responsible management of people at work. Students critically evaluate the effectiveness of SHRM policies and strategies within different political, cultural, social, and economic contexts.
E**	BUS9030	Digital Marketing for Global Impact	This subject place emphasises the fundamental concepts and frameworks that form the foundation of the execution of a successful digital marketing strategy with potential global application. In the current business environment, it is necessary to engage with and manage a rapidly evolving real-time digital landscape. Marketers are expected to embrace digital mindsets and showcase proficiency in digital business strategies. Students will explore digital marketing applications that focus on value creation, customer acquisition, retention, and development, with particular attention to techniques unique to digital technologies and the interconnected nature of social media platforms.  <b>**This subject also forms part of the Marketing Management Specialisation</b>
E**	BUS9031	Sales Management	This subject addresses the knowledge and skills of selling and effective sales strategies and tactics. Within the framework of real-world case studies, students will learn how to apply selling theories and strategies through communication and negotiation with their sales colleagues and other marketing professionals. This subject equips students with essential skills of sales management, including communication, teamwork, listening, collaboration, negotiation, networking, as well as oral and written persuasion.

			<b>**This subject forms part of the Marketing Management Specialisation</b>
E**	BUS9032	Market Research	The key objective of this subject is to provide students with an advanced knowledge in how well-run businesses do marketing research. Through the application of marketing research, business managers can play a vital role in the strategic decision-making process. They actively seek, carefully evaluate, responsibly acquire, and effectively apply marketing research to generate insights that underpin a plethora of well-informed choices. This subject equips students with an in-depth understanding of qualitative research techniques to build the skills that are essential to analysing and resolving the real-world marketing challenges. <b>**This subject forms part of the Marketing Management Specialisation</b>
E**	BUS9040	Care Industry: Structure, Context and Management	This subject requires students to reflect on the complexities of disability and aged care context to understand the different needs and emerging challenges encountered by people in these communities worldwide. This subject provides students a comprehensive overview of the field of management within the context of care sector. The knowledge and skills coming from both fields are necessary for students to practise and critically analyse the successful implementation of strategies that improve the quality of life of this community, enabling them to make informed decisions as future business leaders in the sector. The Australian model of care with its mixture of government and private sector involvement will be explored as a case study to appreciate its operation, opportunities, and challenges. <b>**This subject forms part of the Care Management Specialisation</b>
E**	BUS9041	Service Management in the Care Sector	Service Management is a broad discipline that applies to many industries and academic pursuits. In this subject the principles of effective service management will be studied in the context of care management, most specifically disability and aged care. <b>**This subject forms part of the Care Management Specialisation</b>
E**	BUS9042	Issues in Aged and Disability Care Management	Being highly regulated human services industries, aged and disability care operations are subject to specific requirements and needs that are often changing in response to government policy, the structure of the industry itself or movements in market preferences. This subject builds on the subject BUS9040 by delving into the detail of the most important and contemporary issues for the sector. <b>**This subject forms part of the Care Management Specialisation</b>
E**	BUS9050	Hospitality Industry: Structure, Context and Management	This subject aims to equip students with knowledge and skills required to navigate the hospitality industry. Students will gain an overview of the structures used worldwide that fall under the heading of hospitality, including hotels, restaurants, function centres and the like, with emphasis upon the management structures and challenges they represent. The structure and nature of the hospitality industry in Australia will be explored in detail to understand its operation, opportunities, and challenges. <b>**This subject forms part of the Hospitality and Events Management Specialisation</b>
E**	BUS9051	Service Management for Hospitality and Events	This subject examines the structure and nature of the events industry and examines the management structures and techniques required for its success. Various types of events and their business and societal impacts will be examined in detail. Ultimately, events are held to achieve a series of business or other objectives, so the subject resultantly explores various management issues, tools and techniques required for successful event management. <b>**This subject forms part of the Hospitality and Events Management Specialisation</b>
E**	BUS9052	Service Management for Hospitality and Events	This subject explores the concept of service management in the context of hospitality and event operation. It will examine the topic from the managerial perspective with emphasis on topics such as customer service expectation, service design, management of service failure, human and other resource management requirements, use of technology and customer satisfaction. <b>**This subject forms part of the Hospitality and Events Management Specialisation</b>
E**	BUS9060	Digital Businesses for Strategic Advantage	As organisations increasingly integrate digital technologies into their operations, it becomes crucial for professionals to understand the transformative impact of digitalization on strategy, marketing, operations, and customer engagement. This subject introduces students to the concepts and fundamentals of digital business and its applications, including generative Artificial Intelligence as the technology-driven environment grows at an unprecedented rate. Students will learn how technology intersects with various business aspects in terms of digital infrastructure and digital strategies. This subject prepares students to understand and apply core digital techniques and skills that are frequently practised in business across a wide range of industry sectors. <b>**This subject forms part of the Management Information Systems Specialisation</b>
E**	BUS9061	Cybersecurity	The rapid proliferation of digital technologies has led to increased cyber threats, requiring organisations to adopt a comprehensive and strategic approach to safeguard sensitive information and digital infrastructure. This subject introduces students to the Cybersecurity principles, strategies and best practices and equips them with the knowledge and skills required to analyse, develop, and implement effective cybersecurity strategies within the context of modern business environments, enabling them to make informed decisions as future business leaders. <b>**This subject forms part of the Management Information Systems Specialisation</b>
E**	BUS9062	IT Project Management	With the growing complexity of technology-driven initiatives, the ability to plan, execute, monitor, and deliver projects on time and within budget is crucial. This subject provides students a comprehensive overview of the field of management and leadership within the context of complex technology projects. Through a combination of theory, practical exercises, and real-world case studies, students will gain the skills necessary to implement the process, techniques, and tools that are essential during the delivery of the IT projects. Integrating knowledge and skills of leadership into the technology-based projects prepare students to practise and critically analyse the successful implementation of technology-driven initiatives. <b>**This subject forms part of the Management Information Systems Specialisation</b>

\*Proposed study plan

Last updated 29/01/2024.

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