

Master of Business Administration

Our Master of Business Administration offers a unique approach to holistic business areas, with an in-depth and rigorous learning experience. Alongside a foundation in the specialized knowledge and skills related to holistic business areas, you will also have opportunities to deeply understand the real challenges facing managers and organizations in operating in competitive environments and specialize and apply what you've learned in practice. The program is organized around three key themes.

Diagnostics

Accounting for Managerial Decision-Making

This subject informs managers on the role accounting plays in organisations and its contribution in achieving stated objectives. It exposes students to financial reports (legislated and internal) and guides them through the process of undertaking financial statement analysis to better support managerial decision-making. Students are introduced to the role and construction of internal budgets, performance reporting and internal controls which all contribute to effective and efficient operations within an organisation. Students develop their skills in communicating financial data to general and specific audiences. Ethics, governance and risk management and effective use of accounting data for managerial decision-making are emphasised

Strategic Marketing Management

The subject critically evaluates theory and practice in the field of marketing management, provides practical concepts and tools in the areas within marketing such as marketing planning, marketing research, customer and competitive analysis and marketing strategy in a multichannel environment, and evaluates the effectiveness of marketing practices across varied contexts. It covers the link between marketing budget and return on investment by considering how to strategically invest marketing dollars. The subject challenges students to evaluate social responsibility and other perspectives when making holistic marketing decisions.

Responsible Talent Management Strategies

This subject explores the trends and debates in employee and talent management strategies. Importantly, the subject critically evaluates the role and limitations of various talent management theories, frameworks and approaches. It identifies and critically evaluates key challenges to developing and maintaining effective talent management strategies in order to promote responsible and sustainable organisations. Finally, the subject provides an understanding of how technological developments influence effective talent management practices.

Exploration

Design Thinking and Business Transformation

This subject gives students the tools to understand fundamental changes in how businesses are currently conducted. It explores business transformation with reference to operating faster, better and cheaper in environments where disruption within industries provides new and emerging opportunities the organisational equivalent of evolution or revolution. Students mental models are challenged using systems-thinking skills to create tomorrows businesses and to think holistically in order to recognise the interdependencies in decisions and opportunities. Finally, students explore the capabilities and linkages between new technologies and markets.

Innovation, Entrepreneurship and Commercialization

This subject provides a solid foundation in formulating and deploying commercialisation strategies for innovation projects that impact markets, economies and communities. Students experiment with contemporary approaches to innovation and collaboration (e.g. business model canvas) in start-ups and existing organisations. Students develop skills in evaluating ambitious ideas and opportunities by examining the critical innovation and entrepreneurial challenges to create, communicate and capture value. The subject clarifies the interaction among innovation phases, patterns of market changes, competitive strategies, dynamic capabilities and justification related to innovation. Using case study methods, the subject provides experiential learning opportunities to link key conceptual frameworks to practical settings in various industries.

Financial Strategy and Governance

This subject provides students with an understanding of the decisions made by firms and other businesses when raising capital, making investments and rewarding their investors and other stakeholders. Students develop their abilities to model financial decisions and strategies. They learn the main ideas of financial logic and how to apply them practically and ethically. This understanding helps students to better articulate business strategies and the results of financial modeling, and limitations of rational finance models and how behavioural or ethical considerations often override narrow financial objectives and feedback from stakeholders.

Integration and Application

Contemporary Global Perspectives on Strategy

This subject examines the lifecycle of strategic decision-making, allowing students to explore and analyse alternative strategic options from a range of stakeholder perspectives. Use of evidence such as data from Bloomberg on environmental, social and governance performance of companies is incorporated to allow students to acquire the required skills to make informed decisions. Current strategic decision-making practices from around the global are scrutinized to ascertain what is, and what is not, sustainable strategy.

Strategic Business Project*

This subject enables students to integrate learning from across the course, and apply the skills and insights learned to a real-world, contemporary workplace issue or opportunity facing an organisation. It acknowledges that to confidently manage in complex business environments, managers need to investigate issues and opportunities from multiple perspectives, execute projects by drawing on relevant research principles and methods, make appropriate business decisions, and communicate effectively to relevant target audiences. Thus students conduct applied business research and make a series of informed recommendations for addressing the issue or opportunity, delivering a written report and presentation.

Responsible Leadership Effectiveness

In this subject, students develop their personal effectiveness as a responsible leader. Reflecting on self-assessments, experiential leadership development exercises and feedback, they heighten their self-awareness, enhance their resilience and build on their strengths. They develop a repertoire of skills including coaching and mentoring, communication and negotiation which enables them to responsibly lead others in a rapidly changing world. Students are required to articulate their own vision of leadership and what it means to be a responsible leader in practice.

Global Business Issues and Practices

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In addition, you will choose any two 900-level elective subjects.

*You must complete **Business Research Methods**, an online zero-credit course, as a prerequisite for Strategic Business Project