

MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL MANAGEMENT)- 2 YEAR MBA PROGRAM

1. COURSE TITLE AND CODE

Master of Business Administration (International Management) (BS9)

2. COURSE AIMS

The course will provide students with theoretical and practical concepts of management and in particular international management. The MBA (IM)'s general orientation prepares students for roles in management and in addition provides a choice of specialised study. The emphasis is on developing a sound working knowledge of core disciplines and the analytical skills necessary to understand and direct the work of other functional and operational specialists in cross cultural settings.

4. COURSE OBJECTIVES

Objectives address student learning needs related to lifelong learning capabilities (Candy, Crebert & O'Leary, 1994), generic capabilities and specific management capabilities.

In addition to providing economically competitive, market attractive and educationally robust management education, the course is designed to enable students to:

- Develop as high potential, individuals capable of serving the advanced management needs of local, national and global enterprises.
- Develop knowledge and competencies for operational and strategic perspectives.
- Acquire a sound working knowledge of the core disciplines of business supplemented by an in-depth study of an advanced international specialisation.
- Develop the conceptual frameworks and skills of critical analysis applicable to entrepreneurial operations in a global economy.
- Add to the momentum of a business career, rather than be a competitor to it, through offering a range of flexible delivery methods.

4. COURSE STRUCTURE

4.1 THE CURRICULUM

The curriculum for the program utilises existing accredited masters level units and has been developed to provide students with contemporary and challenging material.

The curriculum consists of:

- 16 units of 15 credit points
- A brief preparatory program for those students who require it*
- A set of 5 core units to provide knowledge of management and business disciplines;
- A set of 4 core units providing a core of knowledge in international management;
- A capstone 'Strategic Management' unit;

Elective units totalling 90 credit points allowing students to deepen or broaden their study.

Core Units:

- BA401 Accounting and Finance;
- BM401 Marketing;
- BN921 Organisations: Behaviour, Structure, Processes;
- BE402 Business Economics;
- BS922 Competitive Analysis

International Management units

- BS942 International Business

Plus any three from the following

- BE922 Economics of Globalisation
- BA921 Issues in International Accounting
- BN958 Comparative issues in International Management

- BL903 Managing International and e-Business
Legal Issues
- BM922 Marketing in the International Environment

A capstone strategic management unit:

- BN926 Strategy and Management of Change.

Six elective units may be taken from the following or from the stranded specialisations currently available in the existing MBA.

Electives:

- BN412 Human Resource Management
- BN923 Knowledge and information Management
- BC930 Electronic Commerce
- BA925 Financial Policy

Specialisation Strands:

Marketing

- BM921 Consumer Market Research
- BM922 Marketing in the International Environment or
- BM922 Strategic Marketing

Human Resource Management

- BN930 Change Agent Strategies
- BN933 Management- Employee Relations
- BN934 Human Job Design

Financial Management

- BA925 Financial Policy
- BE923 Financial Markets and Institutions
- BL925 Issues in Corporate Governance and
Accountability