

BE WHAT YOU WANT TO BE WITH CQU



1300 360 444 www.cqu.edu.au

Master of Business Administration

About Business Administration

In the fast moving business world, it is crucial for business leaders to have an understanding of all facets of a modern organisation. Managers must be prepared to address customer needs and employee issues while staying focused on the mission of the organisation.

Our MBA program is designed for graduates wanting to work in general management and to obtain positions with major managerial responsibilities in commerce, industry and government. It will develop knowledge and skills for graduates to apply contemporary management and business knowledge perspectives in an interdisciplinary manner in the increasingly competitive managerial environment.

Career Opportunities

Employment opportunities exist for graduates looking to expand into major managerial positions in industry, commerce or government, in a range of business areas and operations including organisational behaviour, economics, accounting, finance, marketing, operations management and human resources management.

What our students say...

Getting a postgraduate qualification is one thing, but being able to use it in your workplace is what really counts.

Jeff Smith completed a Master of Business Administration (MBA) at CQU and his career has taken off. He is now CEO at property management company Port Binnli, where he looks after multi million dollar projects throughout Queensland.

Although Jeff had nearly 30 years experience in property management and valuation, he says he was able to gain new skills through postgraduate study. 'The MBA at CQU gave me with the opportunity to broaden my horizons,' he said. 'I enjoyed the study immensely particularly given the opportunity to directly apply aspects of the course directly into the workplace.'

Jeff says his postgraduate qualification has made him a better manager. 'My career focus has moved from just a specific technical application to a broader field of operations where elements of both valuation and business training are combined,' he said. 'From an employer perspective, experience coupled with multi-faceted training is an attractive proposition.'

Jeff studied while he worked, and says he appreciated the convenience of external study at CQU. 'As a distance student it can be difficult struggling with the challenges of remote access to resources and assistance with study programs,' he said. 'The support and accessibility to resources received during the time spent studying was excellent.'



Master of Business Administration CF65

Duration: 2 years full-time, 3 years part-time

Availability:

Domestic - BNE; GDC; MEL; ROK; SYD External
International - BNE; GDC; MEL; ROK; SYD External
Courses/Units of Credit: 12 courses/96 units of credit

Faculty: Faculty of Business & Informatics

How To Apply:

direct to the University - ONLINE

Entry Requirements:

please refer to the entry requirements section

Residential School:

non-compulsory workshops may be available

Practicum/Work placement:

not applicable

Interim Awards: Graduate Diploma of Management,
Graduate Certificate in Management,

Post Nominal: MBusAdmin

Contact:

Program Advisor, Postgraduate Business Programs +61
7 4930 9358 or email papg-bus-fbi@cqu.edu.au

Cricos Codes: 001273M - QLD / 023773J - VIC /
020487F - NSW

Program Aim:

This program is designed to enhance the opportunities for graduates to obtain positions involving major managerial responsibilities in commerce, industry and government.

Its broad aim is to provide a program which will enable its graduates to apply contemporary management and business knowledge and perspectives in an interdisciplinary manner to the dynamic environments in which they are likely to find themselves as managers.

Career Options:

Employment opportunities exist for graduates looking to expand into major managerial positions in industry, commerce or government, in a range of business areas and operations including organisational behaviour, economics, accounting, finance, marketing, operations management and human resources management.

Program Structure:

Master of Business Administration

- 9 core courses; and
- 3 specialisation courses (from the specialisations listed for this program) chosen according to the rules for each stated specialisation.

All students graduate from the MBA with a stated specialisation. Students who wish to study a broader range of areas should choose a 'Management' specialisation, while students wishing to follow a program of study which concentrates on a specific area or field can choose from the other specialisations listed (see the Courses section for more detail).

All students will be admitted to CF65 Master of Business Administration and upon enrolment must nominate a specialisation via attaching a plan through e.rolment.

Available specialisations within the MBA are:

- Financial Management;
- Human Resources Management;
- Management;
- Management Accounting; and
- Marketing.

9 core courses

Course Code	Course Name
ACCT20051	Accounting Information for Decision Making
ECON20023	Economics for Business
HRMT20007	Human Resource Management
MGMT20085	Operational Analysis and Effectiveness
MGMT20112	Strategy Development and Initiatives
MGMT20124	People, Work & Organisations
MGMT29002	Strategic Integration 1
MGMT29003	Strategic Integration 2
MRKT20019	Marketing Management

plus 3 courses for ONE specialisation (as listed below)

It is recommended that students undertake the courses MGMT20112 Strategy Development and Initiatives as late as possible in their program of study. It is strongly recommended that students take the course MGMT29002 Strategic Integration 1 and MGMT29003 Strategic Integration 2 as the capstone courses in their MBA program.

MBA specialisations

Upon completion of the requirements of this program, students enrolled in the CF65 Master of Business Administration program will graduate with ONE of the specialisations listed.

Financial Management

Course Code	Course Name
FINC20006	Organisational Finance
FINC20007	Financial Market Analysis
FINC20008	International Finance

Human Resources Management

Any 3 courses from:

Course Code	Course Name
HRMT20006	Human Resources Management in the Asia Pacific
HRMT20008	HRM Strategy and Implementation
HRMT20018	Managing the Employment Relationship
HRMT20019	Innovation and Change
HRMT20021	Global HRM

Management

3 elective postgraduate courses, selected from the Faculty of Business and Informatics, provided prerequisites have been met or any other postgraduate courses with the approval of the Dean.

Management Accounting

Course Code	Course Name
ACCT20047	Strategic Cost Management
ACCT20048	Management Accounting Systems
COIS20024	Systems Management Overview

Marketing

Any 3 courses from:

Course Code	Course Name
MRKT20018	Global Marketing

MRKT20021	Consumer and Organisational Buyer Behaviour
MRKT20024	Integrated Marketing Communications
MRKT20025	Market Research
MRKT20026	Service Product Marketing
MRKT20027	Internet and Electronic Marketing

Check the details:

Entry requirements

To gain entry to this program, students must have:

- a bachelor degree in any discipline from an Australian university or college, together with at least two years of work experience in a management capacity, or equivalent; or
- an honours degree in business, management, commerce or economics from an Australian university, or equivalent; or
- a CQU Graduate Diploma of Management, or equivalent.

International students should visit <http://www.international.cqu.edu.au/> for further information including English language requirements.

For Program Planners please refer to the Faculty of Business and Informatics website.

International students

If you are an international student, or a student who is not an Australian citizen, permanent resident, or New Zealand citizen, contact the Admissions Office in the city you wish to study to receive specific international student information. Visit <http://www.international.cqu.edu.au> for contact details and further information. International students must pay the full cost of their tuition and support and meet all other associated expenses.

English language proficiency requirements

To be eligible for admission to CQU's degree programs, in addition to academic prerequisites, international applicants are required to have an acceptable level of competence in writing, reading, speaking and understanding English.

Generally, students wishing to undertake undergraduate programs are required to have an overall IELTS band score of 6.0 (with no individual band score of less than 5.0), or a TOEFL score of 550 (Internet-based score of 79 or computer-based score of 213), including a TWE of 4.

For further information visit <http://www.international.cqu.edu.au> and click on "Apply to Study with CQU"

Our international student fees are established under the guidelines of the Australian Government with all fees meeting the Department of Education, Science and Training's minimum requirements. As a provider of international education, CQU is registered on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS). International students studying in Australia may only enrol in programs that are registered with the government and display a CRICOS code.