AIB | MBA
SUBJECT GUIDE
# AIB MBA

## SUBJECTS & SPECIALISATIONS

### COMPLETE ALL 8 CORE SUBJECTS

- Leadership (first subject)
- Marketing Management (second subject)
- Corporate Governance
- Financial Management
- Operations Management
- Strategic Human Resources Management
- Strategic Management*
- Project Management

### COMPLETE 1 STREAM OR SPECIALISATION (COMPRISES 3 SUBJECTS)

#### GENERIC

Choose any three electives as long as all prerequisites are met. In addition, to elective subjects listed under specialisation areas, the following electives are also available: Business Consulting, Artificial Intelligence and Big Data for Managers (available in 2020) and Cyber Security for Managers (available in 2020).

#### HUMAN RESOURCE MANAGEMENT

- Organisational Learning and Development
- Managing People in a Global Context*
- Managing Change*

#### ENTREPRENEURIAL MANAGEMENT

- Entrepreneurship
- New Venture Creation
- International Business

#### MARKETING MANAGEMENT

- Consumer Behaviour*
- Integrated Marketing Communication*
- New Product Management*

#### LOGISTICS & SUPPLY CHAIN MANAGEMENT

- International Business
- Integrated Logistics Management*
- Strategic Supply Chain Management*

#### FINANCE

- Corporate Finance*
- Financial Markets and Institutions*
- Investment Management*

### COMPLETE THE FINAL PROJECT*

*Please note: some subjects have prerequisites that must be completed prior to commencing these subjects.*
On completion of this subject participants should be able to:

**Leadership**

Demonstrate advanced understanding of leadership theories, concepts and practice, including both traditional and contemporary forms of leadership.

Critically evaluate modes of leadership with consideration of ethical and socially responsible practice.

Effectively communicate leadership principles through various mediums to address diverse stakeholders.

Develop a critically reflective leadership model for your own development.

**Corporate Governance**

Demonstrate advanced understanding of contemporary corporate governance theory, frameworks and practice.

Critically evaluate and effectively communicate complex concepts to recommend improvements relating to corporate governance and organisational issues.

Apply corporate governance laws, theory and techniques to professional practice in an ethical manner.

**Financial Management**

Demonstrate advanced understanding of contemporary financial management theory, frameworks and practice.

Critically evaluate and effectively communicate complex concepts to recommend improvements relating to financial management issues in professional practice.

Apply financial management theory and techniques to professional practice in an ethical manner.

**Operations Management**

Demonstrate advanced understanding of contemporary operations management theory, frameworks and techniques and their application in practice.

Critically analyse complex operations management situations and provide appropriate recommendations for improvement.

Effectively communicate operations management concepts to inform professional practice.
SUBJECTS

Marketing Management
This subject discusses the importance and strategic role of marketing in today’s globalised business environment. Students learn the importance of pursuing objectives, employing appropriate resources, and investing in the future of an organisation to ensure customer satisfaction. Topics covered include: core marketing concepts; marketing strategy and planning; buying behaviour; role of marketing research; positioning; pricing; product development; placement; foundations of marketing communication.

Pre-requisites: May normally be undertaken only after completing at least four core subjects.

Strategic Management
This subject provides an in-depth knowledge of the strategic management process and gives an exposure to the concepts and theories of competing in international markets. Topics covered include: strategy development; the external environment; an organisation’s competitiveness; generic competitive strategies; competing in international markets; groups of businesses.

On completion of this subject participants should be able to:

- Demonstrate advanced understanding of contemporary strategic management theory and its application.
- Critically analyse the external environment using appropriate strategic management concepts and tools.
- Communicate strategic management concepts to ensure effective project control.

Strategic Human Resource Management
The subject is designed to provide understanding of the formal relationship between the employer and the employee, and of the techniques and methods aimed at making that relationship more effective so that organisational goals and objectives are achieved. Topics covered include: definition of strategic HRM; the legal environment; workforce planning, recruitment and selection; training and development; performance management; compensation.

On completion of this subject participants should be able to:

- Demonstrate advanced understanding of strategic human resource management theory and practice and its impact on competitive advantage.
- Critically evaluate, and recommend improvements to human resource management strategies.
- Propose and effectively communicate an evidence based human resource management initiative to address professional practice with consideration to ethical concerns.

Project Management
This subject provides the skills and knowledge required to plan, manage and close projects that achieve the goals and objectives on time, within cost and to the quality required, regardless of the line of business or industry. Topics covered include: project lifecycle; scope management and work breakdown structure; project scheduling using the critical chain approach; project resourcing; project control: planning and managing project risks; performance measurement and managing project teams.

On completion of this subject participants should be able to:

- Demonstrate advanced understanding of the principles and techniques of project management.
- Critically analyse project management issues and generate appropriate solutions to facilitate project success.
- Communicate project management concepts to ensure effective project control.

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On completion of this subject participants should be able to:

- Demonstrate advanced understanding of contemporary marketing theory and its ethical application.
- Critically appraise the marketing-related activities of an organisation and make appropriate recommendations for improvement.
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New Product Management

Synopsis: The objective of this subject is to provide in-depth knowledge of new product management from conception through development to the launch of a new product or service. Topics covered include: the new products process; planning for new products; generating product ideas; concept evaluation; financial analysis for new products.

Pre-requisites: Marketing Management

Corporate Finance

The objective of the subject is to provide an integrated framework and analytical tools that are used by the firm managers to make financial decisions that improve firm value. The topics covered include the concept of time value of money, simple and sophisticated capital budgeting techniques, valuations of bonds and shares, estimation of cost of capital, optimal capital structure; and firm payout policy.

Pre-requisites: Financial Management

Entrepreneurship

This course provides advanced understanding of the entrepreneurial mind-set. Entrepreneurs are pioneers, innovators, leaders and inventors. They are catalysts for change who shape the competitive global marketplace and have significant impact on our global economy. Topics covered include: the practice of entrepreneurship, how to foster an innovative work environment in addition to being able to formulate, develop, grow, manage and commercialise ideas through business creation.

Note: It is recommended that Entrepreneurship is studied before New Venture Creation. Entrepreneurship develops the entrepreneurial mindset while New Venture Creation is the practical planning of a new venture.

Consumer Behaviour

The subject highlights the importance of consumer behaviour concepts and theories in understanding the consumer decision making process. The subject addresses knowledge and analytical skills to assess the influence of internal factors (i.e. the consumer as an individual) and external factors (i.e. the consumer in social and cultural settings) in consumer decision making.

Pre-requisites: Marketing Management

ELECTIVE SUBJECTS

New Product Management

Learning Outcomes:

Demonstrate critical understanding of new product development concepts and frameworks and relate these to both physical products and to services.

Identify the public policy issues associated with new product management.

On completion of this subject participants should be able to:

Identify opportunities for new products, generate new product ideas and evaluate product concepts.

Apply and critically appraise product innovation in an organisation using appropriate supporting theories and concepts.

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Identify opportunities for new products, generate new product ideas and evaluate product concepts.

Apply and critically appraise product innovation in an organisation using appropriate supporting theories and concepts.

Demonstrate advanced conceptual understanding of consumer behaviour, and ethical concerns with regards to consumer decision-making and purchasing behaviour.

Critically analyse the influence of internal (personal) and external (cultural, societal) factors on consumer decision-making.

Plan and undertake a substantial evidence-based corporate finance report in an ethical manner.

Demonstrate advanced understanding of contemporary corporate finance theory, analytical frameworks and practice.

Critically analyse and effectively communicate complex corporate finance issues and recommend improvements to inform professional practice.

On completion of this subject participants should be able to:

Recommend appropriate marketing strategies in a variety of marketing scenarios based on in-depth analysis of consumer behaviour within target markets.

On completion of this subject participants should be able to:

Apply key theoretical concepts of entrepreneurship to formulate an appropriate product to address gaps in the market.

Demonstrate advanced understanding of theory and concepts relevant to entrepreneurship.

Critically analyse entrepreneurial initiatives and their implementation.
SUBJECTS

Integrated Marketing Communication

This subject is designed to provide an understanding of the integrated marketing communication/promotion process. Topics addressed include: the role and development of advertising in the integrated marketing communications programme (IMC) of an organisation; various IMC tools used in contemporary marketing, including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations (including sponsorship), and personal selling.

Pre-requisites: Marketing Management

International Business

This subject explores how and why countries trade with and invest in each other, and the global monetary system. It examines the strategies and structures of international businesses and assesses the special roles of an international business’s various functions. It also provides a critical approach that presents the arguments for and against economic theories, government policies, business strategies, organisational structures, and their managerial implications.

Pre-requisites: Marketing Management

Investment Management

The objective of the subject is to provide comprehensive theoretical and practical knowledge on investment management. The subject covers major theoretical concepts, namely, modern portfolio theory, diversification, and equilibrium models of security prices. The subject also includes macroeconomic and industry analysis, pricing of main financial derivatives, and evaluation of portfolio performance.

Pre-requisite: Financial Management

Managing Change

This subject focuses on organisation change: why it occurs, how it occurs, how it can be managed, and what forms it can take. The complexities of change present real challenges for managers and leaders, and hence, challenges for managers and leadership in times of change are also addressed. Topics include: understanding change; strategy and change; change tools; new organisational forms; HRM and change; leadership and change; resistance to change; measuring change.

Pre-requisites: Strategic Human Resource Management

On completion of this subject participants should be able to:

Demonstrate advanced understanding of integrated marketing communications concepts.

Critically analyse the process of developing an integrated marketing communication strategy.

Plan and effectively communicate a relevant and evidence-based international business activity for an organisation.

Plan and undertake a substantial evidence-based report in an ethical manner.

Demonstrate advanced understanding of contemporary International Business theories and institutions, and their role in International Business.

Critically evaluate global strategy, its governance and operations, including ethical practice.

Critically analyse organisational issues concerning a change initiative taking into account ethical considerations.

Formulate and effectively communicate a change initiative strategy for an organisation.
Managing People in a Global Context

In the context of the multinational enterprise (MNEs) this subject explores how globalisation has influenced and impacted human resource management practices. Topics include: the cultural context of international HRM (IHRM), cross-border alliances, human resource planning, international performance management, training and development, career management, compensation, industrial relations in the global institutional context, and future trends in IHRM.

Pre-requisites: Strategic Human Resource Management

On completion of this subject participants should be able to:

- Demonstrate advanced understanding of contemporary international HRM theories and concepts, and their ethical application in practice.
- Critically analyse international HRM practices and their application in a global context.
- Propose and effectively communicate an appropriate evidence-based international HRM strategy for an organisation.

New Venture Creation

This subject will assist students in understanding how to recognise an entrepreneurial idea and convert this into a viable, revenue generating business. Topics covered include: opportunity identification, preparation of business plan, financing an entrepreneurial venture, identifying problems and risks, and harvesting.

Note: It is recommended that Entrepreneurship is studied before New Venture Creation. Entrepreneurship develops the entrepreneurial mindset while New Venture Creation is the practical planning of a new venture.

On completion of this subject participants should be able to:

- Demonstrate advanced understanding of the new venture creation theory and concepts and their application in practice.
- Critically evaluate appropriate financial strategies for a new venture.
- Develop, justify and effectively communicate an effective business plan for a new venture.

Organisational Learning and Development

This subject aims to develop the knowledge and skills to support and critically evaluate contemporary organisational learning and development practices. Topics covered include e-learning, workforce planning and HR metrics, talent management, coaching and mentoring, and its application in the workplace. Students will gain an understanding of how organisations:

- Proactively respond to contemporary challenges such as artificial intelligence, robotics, machine learning and platform work within the learning ecosystem, and
- Foster capabilities for the development of human capital for a sustained competitive advantage.

Learning outcomes:

- Demonstrate advanced understanding of organisational learning and development and its application in practice.
- Demonstrate advanced understanding of human resource metrics and its application to organisational learning and development.
- Critically analyse coaching and mentoring theory and its application to the organisational learning environment.
- Create a proposal to effectively communicate an evidence-based HRD initiative to address future directions in professional practice.

On completion of this subject participants should be able to:

- Critically analyse coaching and mentoring theory and its application to the organisational learning environment.
- Create a proposal to effectively communicate an evidence-based HRD initiative to address future directions in professional practice.

Strategic Supply Chain Management

This subject provides in-depth knowledge of the concepts and practice of strategic supply chain management. Strategic supply chain management is largely concerned with the supply infrastructure and the long-term strategic relationship management needed to facilitate the critical competitive logistics flows through the supply system. Topics include the design, management and control of systems and networks of supply that connect organisations with their suppliers and customers.

Pre-requisites: Operations Management

On completion of this subject participants should be able to:

- Demonstrate advanced understanding of supply chain management concepts, frameworks and systems and their role in modern organisations.
- Critically analyse complex supply chain issues and effectively communicate appropriate improvements in strategic supply chain management.
- Apply strategic supply chain management concepts and theories to supply chain problems in a practical setting.
SUBJECTS

Financial Markets and Institutions

This subject presents a detailed overview of the features of the Australian financial system and enables an in-depth understanding of complex institutions, markets, and securities that form the basis of modern financial and monetary systems. The subject covers banking, payment systems, financial regulators and institutions, fundamentals of fund management as well as money and capital markets.

Pre-requisite: Financial Management

Integrated Logistics Management

This subject provides students with in-depth knowledge of the concepts and practice of integrated logistics management including the contribution that logistics makes to the effectiveness of the supply chain. The subject focuses on the management and control of the positioning and the flow of goods and services within the supply chain infrastructure. Topics include: customer relationship management, procurement, integrated logistics operations, supply chain design.

Business Consulting

The subject provides scholarly and practical in-depth knowledge of the business practices, processes and management for Consultants, Managers and Owners of consulting firms. Topics covered include: Starting a consulting business; Marketing and selling, Networking and how to find or create consulting opportunities; Creating a consulting relationship with clients; Managing a consulting project, Writing a consulting report, Preparing and presenting deliverables, Consulting ethics, social responsibility and sustainability, and Negotiating fees, contracts and insurance.

This subject is also highly suitable for managers using consulting services and Internal Consultants, i.e. employees who perform consulting for their organisation as a part of their role.

Artificial Intelligence and Big Data for Managers (Available in 2020)

This subject provides an outline for Artificial Intelligence (AI) methods and their applications in industry, with an overview of the differences between big data, statistical methods and AI. In addition, it gives managers the understanding of what they should expect from AI-based analysis systems and how to evaluate their efficiency. Furthermore, it looks at organizational leadership in the age of digital disruption and how AI contributes to transformation in industry and business practice.

Learning Outcomes:

On successful completion of this module students will be able to:

- Explain the fundamental concepts of Computer Science and Artificial Intelligence.
- Identify the needs of businesses and organizations that can be addressed by Artificial Intelligence based methods.
- Distinguish between expectations and the capabilities and limitations of Artificial Intelligence based methods.
- Outline an approach for strategic implementation and evaluation of AI systems
- Understand the impact of Artificial Intelligence on future jobs, as well as ethical implications in the workplace
Cyber Security for Managers
(Available in 2020)

The aim of this subject is to provide in-depth insight into the increasing dangers and frequency of cyber attacks on businesses and government and how best to prevent or mitigate the damaging outcomes. The likely sources of attacks will be outlined along with the methods more commonly used, inherent weaknesses in systems, examine the risk factors and outline manager’s responsibilities. How to create policies designed to mitigate attacks and how to manage them are included along with disaster planning and recovery. This is not a technical subject on the detailed workings of attacks but rather a management approach to cyber resilience, disaster planning and recovery methods.

On successful completion of this module students will be able to:

- Demonstrate an understanding of cybersecurity and the likely cyber attack vectors on a business or organisation.
- Explain the need for a cyber security strategic plan and what it should contain.
- Design cyber security policies to mitigate the common weaknesses in ICT systems, such as human factors, out of date protection, currency of controls, weak security protocols and be able to institute organisational data governance protocols.
- Analyse weaknesses in information protection of a business and be able to determine risks, threats and controls.
- Critically discuss a cyber disaster plan and evaluate a recovery model.
- Explain the responsibilities of a cyber security manager and the implications of non-compliance by workers.

Project

This subject focuses on designing, conducting and reporting findings from a business research project. The objective of this subject is to undertake a project related to the chosen specialisation. Students will identify an appropriate workplace-based research problem, conduct a small literature review, engage in data collection in the workplace setting, analyse the data, and present findings in a formal business research report.

On completion of this subject participants should be able to:

- Demonstrate advanced understanding of analytical frameworks and appropriate techniques using secondary data to rigorously analyse a significant management or business situation (opportunity, problem or issue).
- Demonstrate ability to synthesise an integrated set of business and management theory and to apply relevant techniques to critically analyse a significant business or management situation, and to develop appropriate recommendations.
- Analyse weaknesses in information protection of a business and be able to determine risks, threats and controls.
- Critically discuss a cyber disaster plan and evaluate a recovery model.
- Explain the responsibilities of a cyber security manager and the implications of non-compliance by workers.

Students will be provided with the access to online materials during their last stage prior to the project start date.
Got questions or want to enrol?

Speak to a Course Advisor on 1300 304 820.