

# MASTER OF BUSINESS (32 UNITS)

The **32-unit Master of Business** includes the core fundamentals of general management for those graduates with a bachelor's degree from any discipline.

Students completing the Master of Business must complete a field of study. Concentrate in one of nine areas of professional development: Advertising, Human Resource Management, Information Systems, Innovation and Entrepreneurship, International Business, Leadership, Marketing, Organisational Sustainability, or Supply Chain Management. Students have an opportunity to specialise in up to two fields of study or complete research electives.

Graduates of the Master of Business (32 units) in the field of Marketing may be eligible for membership with the Australian Marketing Institute.

## **Master of Business (32 units)** **(MBus(32 units))\*\***

### **Duration**

2 years full-time; or part-time equivalent.  
Can be commenced in Semester 1 or Semester 2.

### **Entry requirements**

To enrol, a student must:

1. hold a bachelor's degree or equivalent with a GPA of at least 4.5 on a 7-point scale; OR
2. hold the Graduate Certificate in Business from UQ or equivalent with a GPA of at least 4.5 on a 7-point scale.

### **Program requirements**

Students are required to obtain a total of 32 units from the MBus(32 units) course list comprising:

- 6 units from Part A; and
- 2 units from Part B; and
- 10 units from one field of study in Part C; and
- 2 units from Part D; and
- the remaining 12 units as an approved second field of study from Part C or from a combination of other courses in Part C, Part E, Part F and/or other courses approved by the Head of School (up to a maximum of 4 units). Part F courses require permission from the Head of School prior to enrolment.

*\*\* Students must undertake a field of study in the MBus(32 units). This program does not assume prior knowledge or training in the available fields of study. If you've studied in a related discipline, consider if each field of study will extend your expertise and support your career plans.*

## Master of Business (32 units) course list (2 year program)

CODE	UNITS	COURSE NAME
<b>Part A: Foundation Courses</b>		
FINM7409	2	Financial Management for Decision Makers
MGTS7301	2	Tools and Techniques for Business Analysis
MGTS7608	2	Business and Society
<b>Part B: Core Course</b>		
MGTS7610	2	Management Communication
<b>Part C: Fields of Study</b> <b>Complete at least 10 units in one field -</b>		
<b>Advertising</b> 4 units for:		
ADVT7506	2	Strategic Advertising Management
ADVT7508	2	Fundamentals of Advertising
6 units from:		
ADVT7507	2	Digital Advertising Strategy
ADVT7509	2	Creative Advertising Development
ADVT7510	2	Social Media Management
ADVT7512	2	Media Planning and Buying
ADVT7513	2	Advertising Research Methods
<b>Human Resource Management</b> 6 units for:		
MGTS7601	2	Managing Organisational Behaviour
MGTS7603	2	Strategic Human Resource Management
MGTS7612	2	The Fundamentals of Designing and Staffing Organisations
4 units from:		
MGTS7604	2	International Human Resource Management
MGTS7605	2	Performance Leadership
MGTS7609	2	Contemporary Employment Relations
MGTS7611	2	Employee and Organisational Development
MGTS7618	2	Wise Leadership
<b>Information Systems</b> 8 units for:		
BISM7206	2	Information Retrieval and Management
BISM7208	2	Business Information Systems Capstone
BISM7233	2	Data Analytics for Business
BISM7255	2	Business Information Systems Analysis and Design
2 units from:		
BISM7213	2	Securing Business Information
BISM7209	2	Accounting Information Systems
BISM7216	2	Business Process Improvement

CODE	UNITS	COURSE NAME
BISM7217	2	Advanced Business Data Analytics
BISM7221	2	Information Systems Control, Governance and Audit
<b>Innovation and Entrepreneurship</b> 4 units for:		
MGTS7303	2	Principles of Strategic Management
TIMS7301	2	Principles of Entrepreneurship
6 units from:		
ECON7540	2	Economics of Innovation and Entrepreneurship
EIBS7300	2	Creativity for Innovation and Design Thinking
EIBS7301	2	Idea Management
EIBS7307	4	Lean Start Up for Entrepreneurship and Innovation
MGTS7308	2	Social Enterprises and Not for Profits
MKTG7513	2	Marketing for Social Change
TIMS7323	2	Bio-Entrepreneurship and Innovation
TIMS7328	2	Strategies for Business Sustainability and Innovation
TIMS7329	2	Social Entrepreneurship in Practice
TIMS7330	2	Startup Entrepreneurship in Practice
TIMS7331	2	Entrepreneurship Incubator
<b>International Business</b> 4 units for:		
IBUS7302	2	Operating International Business
MGTS7303	2	Principles of Strategic Management
6 units from:		
IBUS7306	2	Globalisation and the World Economy
IBUS7312	2	Doing Business in Asia
IBUS7314-	2	Management Consulting in Asian Business
IBUS7315-	4	Extended International Study
IBUS7316	2	International Supply Chains
IBUS7322	2	International Service Operations Management
MGTS7329	2	Cross Cultural Management
MGTS7523	2	System Dynamics
MGTS7525	2	Business Dynamics
MGTS7604	2	International Human Resource Management

~ Study conducted at international institution required.  
Refer to International Opportunities on page 7 of this guide.

## Master of Business (32 units) course list (2 year program)(Contd.)

CODE	UNITS	COURSE NAME
<b>Leadership</b> 6 units for:		
MGTS7618	2	Wise Leadership
MGTS7619	2	Leadership: Theory and Practice
MGTS7620	2	Leadership in Practice
4 units from:		
MGTS7607	2	Ethical Issues in Management
ORGC7610	2	Communication and Organisation
TIMS7317	2	Corporate Sustainability
<b>Marketing</b> 4 units for:		
MKTG7501	2	Fundamentals of Marketing
MKTG7512	2	Strategic Marketing Management
6 units from:		
MKTG7502	2	Strategic Branding
MKTG7503	2	Consumer and Buyer Behaviour
MKTG7504	2	Service Strategy
MKTG7505	2	Product Strategy and Development
MKTG7510	2	Market and Consumer Research
MKTG7513	2	Marketing for Social Change
<b>Organisational Sustainability</b> 4 units for:		
MGTS7303	2	Principles of Strategic Management
TIMS7317	2	Corporate Sustainability
6 units from:		
ENVM7524	2	Carbon and Energy Management
MGTS7308	2	Social Enterprises and Not for Profits
MGTS7309	2	Decision Making and Reporting for Sustainability
MGTS7523	2	System Dynamics
MGTS7524	2	Sustainability Dynamics
MKTG7513	2	Marketing for Social Change
TIMS7328	2	Strategies for Business Sustainability and Innovation
TIMS7329	2	Social Entrepreneurship in Practice

CODE	UNITS	COURSE NAME
<b>Supply Chain Management</b> 2 units from:		
IBUS7316	2	International Supply Chains
IBUS7322	2	International Service Operations Management
8 units for: Completion of the MITx MicroMasters® credential – Supply Chain Management, comprising five online courses and the Final Capstone Exam. These MITx courses are:		
Supply Chain Analytics		
Supply Chain Fundamentals		
Supply Chain Design		
Supply Chain Dynamics		
Supply Chain Technology and Systems		
The MITx Supply Chain Management MicroMasters credential costs approximately AUD\$2,198. Further information can be found at <a href="https://micromasters.mit.edu/scm">micromasters.mit.edu/scm</a> . International students, in any compulsory study period (i.e. Semester 1 and Semester 2 each year), must study at least one course that is not online or distance education at UQ.		
<b>Part D</b>		
MGTS7621	2	Career Transition
<b>Part E: Electives</b>		
BISM7202	2	Information Systems for Management
ECON7000	2	Foundations in Microeconomics
MGTS7995	2	Private Sector Innovation and Sustainable Development
RBUS7980	2	Research Report
RBUS7999	2	Business Industry Placement

## Master of Business (32 units) course list (2 year program)(Contd.)

CODE	UNITS	COURSE NAME	CODE	UNITS	COURSE NAME
<b>Part F: Research - Requires permission from Head of School</b>					
BISM6211	2	Information Systems Honours	RBUS6903	2	Quantitative Business Research Methods II
MGTS6301	2	Theory and Research in Strategic Management	RBUS6904	2	Qualitative Business Research Methods I
MGTS6600	2	Organisational Research Paradigms	RBUS6933	2	Research Design for Honours
MKTG6500	2	Marketing Theory and Research I	RBUS7981***	4	Research Project
RBUS6901	2	Qualitative Business Research Methods II	RBUS7995***	8	Research Thesis
RBUS6902	2	Quantitative Business Research Methods I	*** These courses may be taken as a whole year or semester course. Please contact your Postgraduate Student Liaison Officer for the correct course code to enrol.		

**Please note that courses are not offered every semester and every year.**

## Master of Business (32 units) study plan (2 year program)

For students wishing to complete two fields, please obtain a study plan from your Postgraduate Student Liaison Officer prior to enrolling.

### Advertising

STUDENTS COMMENCING SEMESTER 1 OR SEMESTER 2			
1st Semester	2nd Semester	3rd Semester	4th Semester
FINM7409 (Part A)	MGTS7301 (Part A)	Advertising course	ADVT7506 (compulsory)
MGTS7608 (Part A)	Advertising course	Advertising course	MGTS7621 (Part D)
MGTS7610 (Part B)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field
ADVT7508 (compulsory)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field

### Human Resource Management

STUDENTS COMMENCING SEMESTER 1 OR SEMESTER 2			
1st Semester	2nd Semester	3rd Semester	4th Semester
FINM7409 (Part A)	MGTS7301 (Part A)	HRM course	MGTS7603 (compulsory)
MGTS7608 (Part A)	HRM course	Elective OR course from 2nd field	MGTS7621 (Part D)
MGTS7610 (Part B)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field
MGTS7601 (compulsory) OR MGTS7612 (compulsory)	MGTS7601 (compulsory) OR MGTS7612 (compulsory)	Elective OR course from 2nd field	Elective OR course from 2nd field

### Information Systems^^

STUDENTS COMMENCING SEMESTER 1			
Semester 1	Semester 2	Semester 1	Semester 2
BISM7206 (compulsory)	BISM7233 (compulsory)	BISM7255 (compulsory)	BISM7208 (compulsory)
FINM7409 (Part A)	MGTS7301 (Part A)	Elective OR course from 2nd field	MGTS7621 (Part D)
MGTS7608 (Part A)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field

## Master of Business (32 units) study plan (2 year program)(Contd.)

MGTS7610 (Part B)	Elective OR 2 units from Information System list (BISM7216)	Elective OR 2 units from Information Systems list (BISM7209, BISM7213 OR BISM7217)	Elective OR course from 2nd field
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### STUDENTS COMMENCING SEMESTER 2

Semester 2	Semester 1	Semester 2	Semester 1
FINM7409 (Part A)	BISM7206 (compulsory)	BISM7208 (compulsory)	MGTS7621 (Part D)
MGTS7608 (Part A)	BISM7255 (compulsory)	BISM7233 (compulsory)	Elective OR course from 2nd field
MGTS7610 (Part B)	MGTS7301 (Part A)	Elective OR course from 2nd field	Elective OR course from 2nd field
Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR 2 units from Information Systems list (BISM7216)	Elective OR 2 units from Information Systems list (BISM7209, BISM7213, BISM7217 OR BISM7221)

^^ For students who have not completed an approved Business Information Systems, Information Technology or Computer Science course in their previous studies, please enrol in BISM7202 as an elective in your first semester and consult with your Postgraduate Student Liaison Officer to create your study plan.

### Innovation and Entrepreneurship

STUDENTS COMMENCING SEMESTER 1 OR SEMESTER 2			
1st Semester	2nd Semester	3rd Semester	4th Semester
FINM7409 (Part A)	MGTS7301 (Part A)	Innov and Entrep course	MGTS7303 (compulsory)
MGTS7608 (Part A)	Innov and Entrep course	Innov and Entrep course	MGTS7621 (Part D)
MGTS7610 (Part B)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field
TIMS7301 (compulsory)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field

### International Business

STUDENTS COMMENCING SEMESTER 1 OR SEMESTER 2			
1st Semester	2nd Semester	3rd Semester	4th Semester
FINM7409 (Part A)	MGTS7301 (Part A)	Int Bus course	MGTS7303 (compulsory)
IBUS7302 (compulsory)	Int Bus course	Int Bus course	MGTS7621 (Part D)
MGTS7608 (Part A)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field
MGTS7610 (Part B)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field

### Leadership

STUDENTS COMMENCING SEMESTER 2			
1st Semester	2nd Semester	3rd Semester	4th Semester
FINM7409 (Part A)	MGTS7301 (Part A)	Leadership course	MGTS7620 (compulsory)
MGTS7608 (Part A)	MGTS7619 (compulsory)	Elective OR course from 2nd field	MGTS7621 (Part D)
MGTS7610 (Part B)	Leadership course	Elective OR course from 2nd field	Elective OR course from 2nd field
MGTS7618 (compulsory)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field

## Master of Business (32 units) study plan (2 year program)(Contd.)

### Marketing

STUDENTS COMMENCING SEMESTER 1 OR SEMESTER 2			
1st Semester	2nd Semester	3rd Semester	4th Semester
FINM7409 (Part A)	MGTS7301 (Part A)	Marketing course	MKTG7512 (compulsory)
MGTS7608 (Part A)	Marketing course	Marketing course	MGTS7621 (Part D)
MGTS7610 (Part B)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field
MKTG7501 (compulsory)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective

### Organisational Sustainability

STUDENTS COMMENCING SEMESTER 1 OR SEMESTER 2			
1st Semester	2nd Semester	3rd Semester	4th Semester
FINM7409 (Part A)	MGTS7301 (Part A)	Organisational Sustainability course	MGTS7303 (compulsory)
MGTS7608 (Part A)	Organisational Sustainability course	Organisational Sustainability course	MGTS7621 (Part D)
MGTS7610 (Part B)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field
TIMS7317 (compulsory)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective

### Supply Chain Management

Students must complete the MITx MicroMasters® credential, comprising five online courses and the final capstone exam. Students must also obtain a Verified Certificate for each MITx course. The MITx Supply Chain Management MicroMasters credential costs approximately \$2198 AUD. Further information can be found at [micromasters.mit.edu/scm](https://micromasters.mit.edu/scm).

STUDENTS COMMENCING SEMESTER 1			
1st Semester	2nd Semester	3rd Semester	4th Semester
FINM7409 (Part A)	MGTS7301 (Part A)	IBUS7316 OR IBUS7322 (compulsory)	MGTS7621 (Part C)
MGTS7608 (Part A)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field
MGTS7610 (Part B)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field

  

STUDENTS COMMENCING SEMESTER 2			
1st Semester	2nd Semester	3rd Semester	4th Semester
FINM7409 (Part A)	MGTS7301 (Part A)	Elective OR course from 2nd field	MGTS7621 (Part C)
MGTS7608 (Part A)	IBUS7316 OR IBUS7322 (compulsory)	Elective OR course from 2nd field	Elective OR course from 2nd field
MGTS7610 (Part B)	Elective OR course from 2nd field	Elective OR course from 2nd field	Elective OR course from 2nd field

In any compulsory study period (i.e. Semester 1 and Semester 2 each year), international students must study at least one course at UQ that is not online or distance education. International students on a student visa who complete all necessary UQ requirements for the MBus(32 units) program and still have MITx MicroMasters® courses outstanding will be not be able to stay in Australia, and will be required to return to their home country and successfully complete the necessary requirements through MITx before the MBus(32 units) can be awarded.

Please consult with your Postgraduate Student Liaison Officer to create your study plan to ensure UQ program requirements and online courses are completed.

All further queries should be emailed to [info@business.uq.edu.au](mailto:info@business.uq.edu.au).