

Master of Business

These Program Rules should be read in conjunction with the University's policies (<http://www.adelaide.edu.au/policies>).

Overview

The Master of Business is a postgraduate coursework degree designed to provide graduates with an understanding of the core concepts of business management in the global context, covering relevant areas of business and commerce, such as accounting, finance, marketing and management practice. For students with little or no background in business, the program provides skills relevant to business and commerce in the global environment. The Master of Business is structured with six core courses and six electives, providing students with the opportunity to focus on a key area of interest if they so desire. The areas of i) International Business, ii) Management, and iii) Strategic Marketing will be offered as specialisations. The standard program duration is 1.5 years of full-time study or 3 years of part-time study. Admission to the program requires as a minimum, an undergraduate qualification which is assessed by the University of Adelaide to be equivalent to an Australian bachelor degree (AQF level 7).

Academic Program Rules for Master of Business

Requirements

To qualify for the Master of Business degree, the candidate must complete satisfactorily courses with a combined total of not less than 36 units, as follows:

1.1 Core courses

MARKETNG 7005OL Marketing Principles (M).....	3
ECON 7200OL Economics Principles (M)	3
ACCTING 7025OL Accounting Concepts (M)	3
COMMGMT 7006OL People and Organisations (M)	3
CORPFIN 7005OL Principles of Finance (M)	3
COMMERCE 7015OL Business Statistics (M)	3

1.2 Courses required for specialisations

a Master of Business (International Business)

ECON 7036OL International Trade & Investment Policy (M)	3
INTBUS 7500OL Theory & Practice of International Business (M)	3
INTBUS 7016OL International HRM (M)	3
INTBUS 7506OL International Business Strategy (M)	3
INTBUS 7015OL Cross Cultural Mgmt & Negotiation.....	3
INTBUS 7503OL International Entrepreneurship & Innovation (M).....	3

b Master of Business (Management)

COMMGMT 7017OL Human Resources Management (M).....	3
COMMERCE 7016OL Corporate Social Responsibility and Ethics (M)	3
COMMGMT 7018OL Managing Organisational Change (M).....	3
COMMGMT 7019OL Operations Management (M).....	3
COMMGMT 7020OL Knowledge Management (M)	
COMMGMT 7021OL Strategic Management (M)	3

c Master of Business (Strategic Marketing)

MARKETNG 7023OL Consumer Buying Behaviour (M).....	3
COMMERCE 7016OL Corporate Social Responsibility and Ethics (M)	3
MARKETNG 7026OL Marketing Research for Decision Makers (M).....	3
MARKETNG 7024OL Developing Global Markets (M).....	3
MARKETNG 7025OL Integrated Marketing Communications (M)	3
MARKETNG 7032OL Strategic Marketing (M)	3

1.3. Courses for Master of Business without specialisation

18 units from courses listed in 1.2a, 1.2b and 1.2c, above or from the courses listed below

TECHCOMM 5018OL Opportunity Assessment.....	3
TECHCOMM 5004OL Managing Risk.....	3
TECHCOMM 7012OL Business & Contract Legal Studies	3