

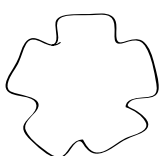


DEAKIN
UNIVERSITY AUSTRALIA

MBA

| MELBOURNE | GEELONG | WARRNAMBOOL | OFF CAMPUS

2012



**MASTER OF BUSINESS ADMINISTRATION
AND MBA (INTERNATIONAL)**

Welcome to the Deakin MBA



Professor Gael McDonald.

More than 30 years ago Deakin University led the way by offering a high quality off-campus Master of Business Administration (MBA). The program was designed to meet the needs of mid-career professionals through flexible study options. Since that time we have maintained our leadership position in MBA delivery, providing an unequalled learning experience for on-campus and off-campus students. Thirty years of experience means we understand the needs of students and employers and the importance of matching one to the other.

Deakin has a continuing commitment to innovation in course design and delivery. A strong industry-based Course Advisory Board helps to ensure we provide graduates with the skills they need. Our academic staff have advanced expertise in integrating theory into professional practice and in developing coursework that is current and relevant to today's workplace. Students also enjoy excellent academic support services including writing workshops, mentoring programs and seminars.

We recognise that in order to be successful, you need choice in specialisation areas, and flexible course delivery. The Deakin MBA provides a wide range of study options and offers more than 20 specialisations. Study tours in China, India and Australia offer unique

opportunities, focusing on experiential learning and providing practical relevance to our courses.

As well as fast-tracking study, intensive one-week residential units provide an opportunity for you to develop strong support networks, and learn the importance of teamwork, leadership and delivering on commitments. They also provide an opportunity to engage with practitioners in industry and the professions, and to hear firsthand how theory is put into practice.

The Deakin MBA has a very good market reputation. A five star rating by the Graduate Management Association of Australia means it is one of Australia's premier business qualifications. Being highly regarded by the business community gives Deakin MBA graduates an edge.

The Deakin MBA will challenge you. It will capture your imagination and enthusiasm. It will be a lifelong benefit to your career and to your professional development.

I look forward to welcoming you to Deakin University and a world of professional development.

Professor Gael McDonald
Pro Vice-Chancellor
Faculty of Business and Law

Finding more information

2012 Postgraduate Course Guide	Business and Law Postgraduate Study Area Booklet	Visit our web site	Talk to us	Visit us
This guide provides a list of the postgraduate courses Deakin offers, detailed information about types of postgraduate study, how to apply, our campuses, and study options, such as part time and off campus (distance education). To request a copy phone 1300 DEGREE (1300 334 733) or download at www.deakin.edu.au .	This booklet provides more information on the range of postgraduate courses in Business and Law, including career opportunities, course structures and unit descriptions. To request a copy phone 1300 DEGREE (1300 334 733).	Visit our web site for more comprehensive information including details of new courses, campuses, facilities, fee and support services at www.deakin.edu.au . To search for courses and view unit descriptions visit www.deakin.edu.au/courses .	If you require more information or would like to speak with a student adviser, call 1300 DEGREE (1300 334 733). You can also contact us via email: enquire@deakin.edu.au .	There are numerous opportunities to talk face-to-face with Deakin staff at events such as Open Day and Postgraduate Information Nights. See the inside back cover of this guide for details.

Contents



Using this booklet

This booklet provides you with detailed information about Deakin's MBA, including course overviews, course structures, career opportunities, information on our MBA residential program and detailed descriptions of individual units at the back of the booklet.

It is designed to be read in conjunction with the *2012 Postgraduate Course Guide*, which gives an overview of Deakin's postgraduate courses, detailed information about types of postgraduate study, how to apply, our campuses, student support services and study options such as part time and off campus (distance education).

Applying to study at Deakin is easy. You can apply online, track the progress of your application and accept your offer at www.deakin.edu.au/apply.

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About postgraduate study

What is postgraduate study?

Postgraduate courses are for students who have completed an undergraduate degree or for those with significant work experience. You can start postgraduate studies to advance your career or change direction to a completely new field. It can also give you the opportunity to pursue a personal interest in a subject or discipline area. In particular, it can allow you to extend your undergraduate studies through research degrees where you can pursue your own theories or ideas at a high conceptual level. You may undertake postgraduate study by coursework or research. The best option for you will depend on your reasons for studying.

Flexible delivery

Deakin's postgraduate courses are designed to be flexible so you can study when and where it suits you. You don't have to be a full-time on-campus student to gain a postgraduate qualification at Deakin. We offer a range of study options and modes to choose from, including off-campus study.

Find out what will best suit you in the Choose how you study section on page 36, or get in touch using the contact details at the back of this booklet.

Student support

Deakin University offers a complete range of services and programs to support students throughout their studies such as study advice, career guidance and counselling and personal support. Turn to page 7 to find out more.

For more information about postgraduate study at Deakin, please refer to the *2012 Postgraduate Course Guide* or visit www.deakin.edu.au/postgrad.

Benefits of postgraduate study

No matter what stage of your career you are at, postgraduate study can help you stand out in the marketplace and expand your networks. Research found the main benefits of postgraduate study are:

- » increased income – on average, people with postgraduate qualifications earn as much as \$18 000 more per year compared to those with only a bachelors degree (*Postgraduate Destinations 2007*, produced by Graduate Careers Australia)
- » increased job satisfaction – a 2010 survey* found that students who completed Deakin postgraduate programs increased their job satisfaction by 93 per cent within 12 months
- » career advancement – a 2010 survey* of Deakin graduates found that 42 per cent attained a more senior position within 12 months of completing their postgraduate studies.

* Research conducted by First Point Research and Consulting in 2010.



The Deakin MBA – innovative and relevant

Deakin University continues to be at the forefront of the development of MBA courses.

Why study an MBA?

It opens doors, enhances career opportunities, broadens options and boosts salaries. In fact, nothing does it all quite like an MBA.

One of the most popular and widely regarded postgraduate qualifications, an MBA significantly increases your business knowledge. It also equips you with the very latest ideas and trends in areas such as leadership, marketing and management. It empowers you to offer a current or prospective employer the most up-to-date skills and knowledge, ensuring you stand head and shoulders above the rest in any competitive job market.

Additional education and qualifications commonly leads to higher salaries. According to the *Australian Financial Review Boss* magazine (May 2008, volume 9, 'Reinventing leadership'), professionals holding a completed MBA were likely to enjoy an annual 20 per cent pay increase for the following five years.

Whether you want to enhance your opportunities for promotion or have your sights set on an exciting career change, by completing an MBA you are sending employers an all-important message: that you are prepared to invest in your career. In turn, they will have more confidence in their decision to invest in you.

Why Deakin?

In 2012 Deakin University will proudly celebrate the 30th anniversary of its MBA program. Not only is a Deakin MBA widely acknowledged within Australia as an outstanding postgraduate qualification, it has become increasingly sought after by overseas students for its reputation as an innovative, high quality program.

Deakin is also very proud to have pioneered the development of the world's first genuine off-campus MBA. Initially, support was provided in the form of study groups, high quality study materials and extensive library services. Now, the development of teaching and conferencing on the internet has taken the program to a whole new level and seen Deakin's name become synonymous with an off-campus MBA.

Prospective students of the Deakin MBA have the option of on-campus study, intensive residential units, overseas study tours and the professional specialisations and partnerships that have added new dimensions to Deakin's expertise in advanced management and business administration education.

The program may be undertaken by any combination of full-time or part-time study, and any combination of on-campus, off-campus, residential and overseas study modes. The program is available on campus at the Melbourne Burwood Campus (and in Hong Kong through an international teaching partnership) or by distance education.

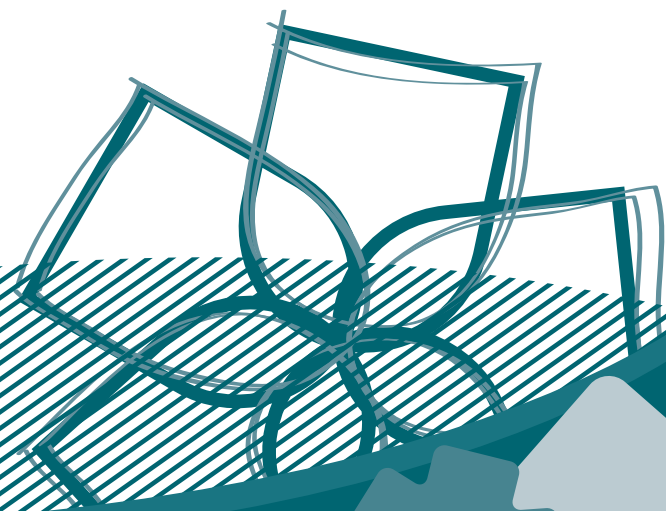
The Deakin MBA offers flexibility and a rich interactive study environment to students around the world. This course is one of the most highly regarded MBAs and consistently rates well in independent assessments.

Deakin's MBA and MBA (International) are currently rated 5-Star by the Graduate Management Association of Australia – a national association of MBA graduates.

More and more students, graduates and employers now say: If you think MBA, think Deakin!

Professional courses

Deakin University is one of the largest providers of professional education in Australia. Partnerships with business and the professions give a practical relevance to the Deakin MBA, integrating a case-based teaching approach with the reality of business and professional advice.



Practical learning, real experience

More than just a qualification

The Deakin MBA has been designed to provide you with far more than a qualification. Optional components of the program allow you to complement your academic studies with practical learning experiences that, for many, prove life changing. These unique initiatives provide you with unrivalled opportunities for self-fulfilment and development. They will also enable you to present to employers with the kind of transferrable skills most valued in today's ever changing workplace: independence, initiative, high order communication and problem solving skills, leadership, and the ability to work in a team. Opportunities to network with others is another natural outcome of these additional course components, ensuring that the benefits of undertaking a Deakin MBA will not end on completion of the course.

Residentials

Fast track your postgraduate degree, immerse yourself in challenging sessions and activities, rub shoulders with industry personnel, and work with your fellow students. It all happens in five activity-packed intensive days and becomes a stand-alone highlight for those choosing to take up a Residential as part of their MBA or other postgraduate course. Residentials are held at the purpose-built world class Deakin Management Centre in Geelong. Turn to page 8 to find out more.

2010 China Study Program group.



Study tours

The world is indeed your oyster when you sign up for a Deakin MBA. One of your options is to undertake a study tour – either within Australia or overseas. It is the perfect way to notch up some firsthand experience of an alternative business environment, share practical learning with other students – and gain credit towards your degree.

Australia Study Program

This intensive two-week program studying *Finance*, involves three days of on-campus study at our Melbourne Burwood Campus followed by a series of industry visits in Tasmania. The program theme is 'Investing in a Sustainable Future'. Learn about the carbon pollution reduction scheme and develop an understanding of its implications for business. Industry visits cover forestry, eco-tourism, aquaculture, food and beverage, and power generation. See firsthand the latest green initiatives and work on solutions to environmental issues alongside operating business managers.

Accounting, Economics and Finance

International Study Tour

By studying either *International Finance* or *Applied Corporate Finance*, you will be eligible to take part in the three-week International Finance Study Tour. Visit key financial organisations in Paris, London, Dubai, Prague, Munich and Vienna, and gain exposure to, and understanding of, international markets and different cultures. A great investment in your future.

China Study Program

The China Study Program is open to students who enrol in either *International Business Management* or *Human Resource Management*. The three-week program offers a valuable opportunity to learn how business operates in China, the second largest, and fastest growing, economy in the world. Gain a thorough understanding of what it means to do business with Chinese companies and the techniques involved in managing operations in a Chinese environment.

Chinese Commercial Law Study Tour

This is a two-week intensive Tour to Beijing with classes at the Chinese University of Political Science and Law, field trips and sightseeing for students who undertake *Chinese Commercial Law*. Learn about the Chinese legal system, contract law, foreign investment and trade laws and intellectual property law. In between classes, visit The Great Wall, The Forbidden City, Summer Palace and Olympic Park.

India Study Tour

This 18 day Tour studying *Indian Law*, gives you insight into the business, political, educational and cultural diversity of India. Engage in student forms at partner universities, join the Great Debate, play in a Twenty20 cricket challenge and see the magnificent Taj Majal. Sessions with representatives of Indian industry and government also contribute to this Tour's standing as a career enhancing and uniquely fulfilling experience.

Postgraduate Internship

The Postgraduate Internship unit offers innovative experiential learning experience and upon successful completion provides 1 credit point of study towards your degree. The learning experience in this unit takes place primarily outside the classroom with students having the opportunity to observe and participate in a range of real world business experiences related to their studies. Students who have completed the postgraduate unit will gain valuable Australian business experience which is likely to enhance their employability – and prospects for promotion.

Business Practicum unit

The Business Practicum unit will give you invaluable business experience and two credit points towards your degree, for study outside the classroom. You will observe and participate in a range of real world business experiences related to your studies, which is likely to enhance your employability and prospects for promotion. While undertaking the practicum placement, on average two days per week throughout the trimester, you will work with an academic supervisor to provide guidance and help you link your practical work with the academic requirements of the unit.

Audacious Leadership unit

Audacious Leadership is an adventure-based unit in leadership. It seeks to provide participants with a deep understanding of their own capacity for leadership as well as leadership in others through examination of and reflection on the actions of leaders and followers. Learning is experiential and based on participants' actions in resolving a challenge in leadership. Crewing a sailing ship on a week-long journey across Bass Strait is an experience that will challenge all involved. Audacious Leadership is a compulsory unit in the Master of Contemporary Leadership and is available as an elective in the MBA and other selected postgraduate courses.

Turn to page 23 to find out more about the Audacious Leadership unit.





George Jose
Master of International Business, 2010
Master of Business Administration, 2010
Melbourne Burwood Campus
Employed: Consultant, Performance Improvement,
Advisory, Ernst and Young

Whoever employed George Jose was always going to get a package deal. Not only did he present with two masters degrees, George had made a conscious decision to get involved in as many aspects of university life as possible when he came to Deakin. And he says it all paid off because each experience enhanced the other. 'All the skills add up,' he says. 'When I went to my interviews with Ernst and Young, they wanted more than the academic side so they looked at everything. I got the job because of the way I engaged myself at university.'

George joined the Deakin Business School Society and became the 2009 president. As a result, he was nominated for a position on the Deakin Council. He was also president of the Deakin Toastmasters Club, a member of the course review panel for the Master of Business Administration (MBA), and a mentor to other students. 'It is all very beneficial because I learned a lot by being part of a great team,' he says. 'You are helping but having fun at the same time.'

Previously, after completing an engineering degree in India, then working as a project manager in the Middle East, George had decided he needed some formal qualifications to back up his practical skills. He focused on an

MBA specialising in project management and researched his options thoroughly before choosing Deakin. 'I was quite fascinated by Australia as the land of opportunity, and I looked at university ratings,' he says. 'I thought Deakin was one of the most progressive and its MBA has been around for 30 years. It was definitely the place to be.' University staff also came under George's

'It's about networking and developing yourself both professionally and personally.'

microscope. 'I looked at staff profiles and noted how many had a PhD and what research papers they had presented so I knew what to expect,' he says. Once his courses were underway, he was not disappointed. 'I was pleased with the whole relaxed feel,' he says. 'They were very nice and encouraging and there was plenty of two-way communication between lecturers and students.'

Deciding a Master of International Business would complement his MBA perfectly, George studied the two masters courses concurrently during 2008–2009. A business practicum at Ernst and Young proved both a course highlight and a catalyst to his current position. 'It was wonderful

to get that industry-based experience,' he says. 'I had experience in India and the Middle East, but not a lot locally.' 'It was quite engaging and everyone assisted me with my project and made me feel part of the company.'

Beginning his MBA just as the global financial crisis hit increased his learning opportunities, George was pleased to find the course content so up-to-date and relevant. 'It put everything in context. We could see that everything has a global effect and all the assignments and discussions were based on today's events,' he says. 'All the news and current events were infused into what we learned.'

George says the two Deakin postgraduate degrees have allowed him to 'reposition' himself in the job market. 'They have given me more leverage and more options. I can apply the MBA across different dimensions and the international business aspect helps even further.' He advises other international students to take up study, and to also follow his lead by getting involved in university life. 'It's about networking and developing yourself both professionally and personally.'

Student support services

Deakin offers a total university experience, giving you a quality education that offers flexibility and prepares you for success. Our student support includes:

- » unit materials, divided into topics, usually of one week's duration, prepared by acknowledged experts in the field
- » projects designed to encourage you to link the MBA to your own work
- » assignments assessed and returned promptly, providing feedback. Computer based assignments support many topics.
- » prescribed texts integrated into course materials and further references provided for each topic.
- » active communication – staff and students interact in many forms, regardless of where they are located. Deakin offers a variety of advanced technologies to make this interaction convenient and effective.
- » assessment centres available worldwide with many locations in Australia and overseas.

The following services are also provided for all Deakin students:

- » **study advice** – including time management, reading and notetaking, developing your academic English, avoiding plagiarism, critical thinking, writing essays and reports, class presentations and exam preparation
- » **career development and employment** – including career guidance, job search assistance, and interview and resume skills training
- » **counselling and personal support** – professional and experienced counsellors provide free, confidential counselling where personal concerns or stresses are affecting your studies
- » **financial support** – including interest-free loans, grants, food vouchers and rental assistance

- » **religious services** – including spiritual counselling, faith support services and worship and prayer spaces
- » **medical centre** – medical and nursing healthcare and advice to students across all campuses, including GP consultations, vaccinations, tests and screenings and referrals to specialists
- » **library** – provides access to more than 1.47 million books, journals, newspapers, videos, CDs and DVDs across the campus libraries. Online resources include eBooks, full-text articles, and electronic readings, which are available 24/7 from the library's homepage. A free delivery service of print resources such as books and copies of articles is available to off-campus students. Books that are held at any campus library will be sent to your home or workplace by Australia Post or Australian Air Express. Students living overseas will receive mail by airmail unless other arrangements have been made
- » **IT at Deakin** – all students can access 24-hour computer laboratories on each campus, and email and internet access for study purposes
- » **disability services** – the Disability Resource Centre can provide students who have a health condition or a disability (long term or temporary) that affects access or ability to study, with alternative assessment arrangements, academic support workers, study materials in accessible formats and help with assistive technology.

Access and equity

Deakin Postgraduate Scholarships are available to help support you financially during your studies. These scholarships aim to assist students who, because of hardship, disability or other form of disadvantage, may not otherwise be able to further their education in postgraduate studies. For more information on these scholarships please visit www.deakin.edu.au/future-students/scholarships/postgradschol.



Residentials at Deakin Management Centre

Deakin Graduate School of Business delivers award winning MBA residentials at a world class executive conference centre where organisational learning and improvement takes place.

What are residentials?

Deakin University's award-winning MBA residential units are completed during five consecutive days of intensive study. The residentials are conducted at the Deakin Management Centre – a purpose built, world class, residential executive leadership centre. Participants immerse themselves in the MBA topic, undertake innovative and experiential learning activities, and build their professional networks. Participants prepare for the residential week using Deakin's advanced online conferencing systems. There is a real sense of occasion as the group arrives at the Deakin Management Centre ready to commence a stimulating and varied learning experience.

Who attends residentials?

The participants are MBA and postgraduate students who:

- » value the opportunity to build their professional networks and form enduring bonds with fellow participants and other managers
- » are attracted to the experiential learning style offered by the residentials
- » want to supplement off-campus or on-campus study with a highly interactive study experience
- » want to manage their working schedules by completing a unit in a compressed period
- » prefer to concentrate on study away from their work routine.

What happens at a residential?

Typically, participants arrive on a Sunday afternoon, register and meet the staff and their colleagues. Class sessions are held in the afternoon and evening and syndicate groups are established. The rest of the week comprises a variety of activities in morning, afternoon and evening sessions. Each residential is different. However they all offer a range of activities that incorporate experiential learning and engagement with practitioners and industry experts. There is usually syndicate group work and visits to businesses or other organisations. Over the residential week, participants get to know each other and build strong working relationships. By the end of the week, they have a sense of accomplishment, many new friends, and a solid understanding of the academic and practical aspects of the topic at hand. Written work is completed in the weeks following the residential and submitted for feedback and assessment.

Where and when?

All residentials are held at the Deakin Management Centre on the Geelong Waurm Ponds Campus, which is set in acres of countryside about one hour from Melbourne's Tullamarine Airport and 40 minutes from Avalon Airport. The Centre creates an ideal environment in which participants are ready to learn and complete challenging study tasks punctuated by relaxation and leisure activities. Take an online tour of the Deakin Management Centre at www.managementcentre.com.au.

Residentials are scheduled throughout the year. Some units are offered more than once.

What makes our residentials so popular?

Participants are enthusiastic about residentials. They enjoy the environment of focused learning, including the work in syndicate groups. They find that the combination of guest lecturers, industry visits and experiential activities stimulates their interest and facilitates their learning. Where better to meet fellow managers, enjoy their company and develop networks?

2012 residentials

Unit	Title	Dates
MPR732	Marketing Management	29 Jan–3 Feb
MPR703	Management Communications	26 Feb–2 Mar
MPR707	Change Management	15–20 Apr
MPR722	Human Resource Management	22–27 Jul
MPR705	Entrepreneurship	29 Jul–3 Aug
MPR706	Strategic Management	19–24 Aug
MPR751	Financial Reporting and Analysis	9–14 Sep
MPR721	Organisational Behaviour	18–23 Nov
MPR707	Change Management	25–30 Nov
MPR706	Strategic Management	2–7 Dec

Eligibility and applications

Enrolled Deakin students may apply to complete one or more residential units. However, because of the demand for places, we may not be able to accept all applicants into the unit of their first choice. (It is important to limit the number of participants in each residential in order to ensure the interactive and collaborative character of the units.) Residential units may also be undertaken by approved managers and professionals who may wish to undertake an MBA unit as an executive development opportunity. Managers and professionals interested in undertaking a residential as a standalone executive development activity should contact the Deakin Graduate School of Business.

Costs for 2012

In addition to the unit fees, students enrolling in a Residential pay \$2505. This includes single room accommodation at Deakin Management Centre, the use of superb facilities, all meals and formal dinners. (The cost is \$2255 for twin-shared rooms.)

For day delegates who do not require accommodation, the rate is \$1980.

Register your interest

For more information and to register your interest for 2012 Residential Units please go to www.deakin.edu.au/buslaw/residentials.

Registrations open 19 September 2011.

Enquiries

Deakin Graduate School of Business
Phone: 1800 624 316 (freecall) or 03 5227 3447
Email: blres@deakin.edu.au
www.deakin.edu.au/buslaw/residentials



Residential units

In addition to the units listed below, residential units from a variety of business disciplines can be developed and tailored for individual organisations upon request.

Change Management

This unit deepens participants' knowledge of change processes (through the practical application of various approaches to change management). Case study analyses and practical exercises are complemented by industry speakers and the study of theories of change management.

Entrepreneurship

Participants work in groups and undertake a number of activities (such as developing and presenting a business plan) to help them understand the entrepreneurship process at various levels. These processes include management of new venture creations and the management of creativity and innovation. The unit also explores the psychological and social environments in which entrepreneurs interact.

Financial Reporting and Analysis

This unit is concerned with the preparation and use of financial accounting data and demonstrates the reconstruction of economic events from published accounting reports. Though they require no previous accounting background, participants develop their appreciation of the complexities of financial measurement and accounting policy. Case study analysis helps participants develop their ability to read, understand and use corporate financial statements.

Human Resource Management

This unit develops an understanding of strategic human resource (HR) management and the range of techniques utilised in HR management, especially in the workplace, to achieve an organisation's goals. It covers issues such as recruitment, selection, HR development, employee relations and managing for performance. Participants build their competence in a number of HR tasks through experiential exercises and develop an understanding of how HR functions are related to strategy and organisational change.

Management Communication

Participants deepen their understanding of the range of situations in which communicative competence is important – and learn more about their own strengths and weaknesses as communicators. The experiential design helps participants to understand the communication process and to develop practical skills for a range of situations.

Marketing Management

Participants develop their understanding of the integrative nature of the marketing process and its role in achieving corporate objectives. They are introduced to core marketing concepts and techniques and are encouraged to apply them to their own work environment. The analysis of case studies highlights the importance of the management decision-making processes. Involvement of industry and professional experts makes this a practical as well as an engrossing residential school.

Organisational Behaviour

This unit helps managers to understand the dynamics of individual and group behaviour in organisations, and how different forms of organisational structure and leadership can influence that behaviour. It enhances managers' ability to understand attitudes and to predict, explain and control behaviour in organisations. The unit links conceptual tools and experiential activities to understanding organisations and managing the change process.

Strategic Management

Strategic Management is the capstone unit of the Deakin MBA and provides an overall perspective on strategy development and implementation. The unit provides a forum for the study of strategy with an emphasis on participating in a range of strategy related sessions and activities. These include topic presentations, case analyses, syndicate presentations, guest presenters from industry, a site visit and written work. Six MBA units (or the equivalent) are required for entry into this unit.



MBA and other Business Administration courses

Course name	Course code	Years full time	Campus	Trimester intake options ²	Indicative 2011 annual fee FT ¹	Page
Master of Business Administration	M701	1.5	B X	T1, T2, T3	\$20 580	12
Master of Business Administration (in conjunction with Engineering Education Australia)	M708	1.5	B X	T1, T2, T3	\$20 770	14
Master of Business Administration (in conjunction with Chartered Institute of Management Accountants)	M741	1.5	B X	T1, T2, T3	\$20 570	15
Master of Business Administration (International)	M731	1.5	B X	T1, T2, T3	\$20 580	24
Doctor of Business Administration	M901	3	B X	T1, T2, T3	\$20 580	16
Pathway courses						
Graduate Diploma of Business Administration	M601	1	B X	T1, T2, T3	\$20 520	28
Graduate Diploma of Management	M607	1	B X	T1, T2, T3	\$20 580	28
Graduate Diploma of Business Administration (in conjunction with Engineering Education Australia)	M608	1	B X	T1, T2, T3	\$20 580	28
Graduate Diploma of Business Administration (International)	M631	1	B	T1, T2, T3	\$20 580	29
Graduate Certificate of Business Administration	M501	0.5	B X	T1, T2, T3	\$10 300	29
Graduate Certificate of Corporate Management	M507	0.5	B X	T1, T2, T3	\$10 295	29
Graduate Certificate of Business Administration (in conjunction with Engineering Education Australia)	M508	0.5	B X	T1, T2, T3	\$10 290	30
Graduate Certificate of Business Administration (in conjunction with Chartered Institute of Management Accountants)	M541	0.5	B X	T1, T2, T3	\$10 290	30
Combined courses						
Master of Business Administration (International)/ Master of Commerce	D708	2	B X	T1, T2, T3	\$20 530	32
Master of Business Administration (International)/ Master of Professional Accounting	D709	2	B X	T1, T2, T3	\$20 630	32
Master of Business Administration (International)/ Master of Information Systems	D711	2	B X	T1, T2, T3	\$20 330	33
Master of Business Administration (International)/ Master of International Finance	D712	2	B X	T1, T2, T3	\$20 590	33
Master of Politics and Policy/ Master of Business Administration	D720	2	X	T1, T2, T3	\$15 600	34
Master of Information Technology/ Master of Business Administration (International)	D754	2	B X	T1, T2	\$20 370	35

Important notes

Information correct at August 2011. Deakin University reserves the right to alter, amend or delete course offerings and other information listed.

1 Fees quoted are for Australian domestic students and should be used as a guide only. Fees are based on a typical enrolment in one year of full time study. All fees quoted are for Fee Paying Places, unless indicated CSP (Commonwealth Supported Place). Actual tuition fee charged may depend on the units studied and are subject to change. Masters program students please note: where the length of the masters program is 12 units or 1.5 years of full time study equivalent, the indicative fee may not be a full fee for the course. For further fee information, including information about the FEE-HELP loan program and how you can defer your payments, see page 39 or visit www.deakin.edu.au/fees.

2 Most courses start in Trimester 1. This column indicates whether you have the option of commencing your studies in Trimester 2 or Trimester 3. Not all units are offered in every trimester.

T1 = Trimester 1

T2 = Trimester 2

T3 = Trimester 3

FT = Full time

KEY

3 Course duration in years

PT Part time

B Melbourne Burwood Campus

F Geelong Waterfront Campus

G Geelong Waurin Ponds Campus

W Warrnambool Campus

X Off campus

MBA course structure

The Deakin MBA is designed for people with professional and management experience who want to extend their knowledge and their horizons as well as advance their careers. The Deakin MBA may be undertaken in any combination of full-time or part-time study and in any combination of off-campus, on-campus, residential and overseas study modes.

The MBA is accessible to people anywhere in the world who have access to the internet to interact with staff and fellow students.

The Deakin MBA offers flexibility and a rich interactive study environment for students. The course is structured to include eight core units which cover areas of essential business knowledge as well as four elective units which students select to meet their individual needs. These electives can be grouped as a four-unit specialisation or chosen from a large range of elective units.



David Foxley
Master of Business Administration, 2005
Toorak Campus (later incorporated into the
Melbourne Burwood Campus)
Employed: Director of Building Development,
Florey Neuroscience Institutes

David Foxley was a senior manager in a project management consulting company in Melbourne when he decided to undertake a Master of Business Administration at Deakin.

'I felt that I had progressed to a point in my career where an MBA would help me understand the complexities of the business environment I was working in,' says David.

A former British Army engineer, he had worked in Hong Kong before emigrating to Australia where, as well as working for the project management consultancy company, he also worked as a general manager at Melbourne Airport before taking his current job at the Florey Neuroscience Institutes.

His choice of Deakin was based upon the reception he received from staff when he attended

an expo at the Melbourne Town Hall – that and the fact Deakin took into account modules he had already completed in Hong Kong.

'I enjoyed the intellectual stimulation generally, and I particularly enjoyed the group work, exploring the various personalities, skills and strengths in order to get the best result – quite a challenge!'

'Altogether they seemed to be very flexible,' he says.

David says the MBA enabled him to bridge knowledge gaps he had in areas such as human resources, change management, finance

and accounting. He particularly enjoyed the interaction with the course lecturers.

'I enjoyed the intellectual stimulation generally, and I particularly enjoyed the group work, exploring the various personalities, skills and strengths in order to get the best result – quite a challenge!'

David adds that he found the staff and facilities excellent, and says the course was well structured and delivered in a flexible learning environment.

With the lectures mostly held after work hours, he recommends undertaking the course as an on-campus student.

'It was easier to learn by attending lectures and the group work was more motivating. Also, I met a lot of people who I might never have come into contact with otherwise.'

KEY

3 Course duration in years

PT Part time

B Melbourne Burwood Campus

F Geelong Waterfront Campus

G Geelong Waurin Ponds Campus

W Warrnambool Campus

X Off campus

Master of Business Administration

1.5 B X Course code: M701. CRICOS code: 035037J

Admission requirements: A bachelors degree and a minimum of two years of relevant work experience, or completion of the Graduate Diploma of Business Administration or Graduate Certificate of Business Administration. Applicants are required to submit a full and detailed resume.

The Deakin MBA is one of the most highly regarded MBA programs on offer. It integrates a case-based teaching approach with the reality of business and professional practice.

Specialisations are available in accounting, arts and entertainment management, business consulting, corporate governance, electronic business, enterprise security management, environmental sustainability, finance, financial planning, health and human services management, human resource management, information systems management, information systems project management, innovation, insurance and risk management, international trade and business, law, leadership and communication, marketing, project-based management, public management, research project, retail management, strategy and planning and supply chain management.

Course structure

You must complete 12 credit points of study, comprising 8 credit points of core units and 4 credit points of elective units, including either one specialisation as listed or selected from the range of specialisations and general elective units. Students must complete at least 4 credit points of units from the core at Deakin.

Core units

MPA751/MPR751 Financial Reporting and Analysis*
 MPE781 Economics for Managers
 MPM701 Business Process Management
 MPR706/MPM706 Strategic Management*
 MPR721/MPM721 Organisational Behaviour*
 MPR732/MPK732 Marketing Management*
 MPT753/MPF753 Finance*

Plus one unit from:

MPM712 Managing Innovation
 MPT722/MPR722/MPM722 Human Resource Management*
 MPT735/MPM735 International Business Management[†]

Elective units

The remaining 4 credit points may be selected in one specialisation as listed or you may choose any units from the range of specialisations including the general elective unit listed below.

General elective unit

MPM702 Audacious Leadership[^]
 MPM704 Managing for Environmental Sustainability

* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

[^] The cost for this experiential unit is in addition to the tuition fees.

Specialisations

Specialisations[@] are available in:

- » Accounting
- » Arts and entertainment management
- » Business consulting
- » Corporate governance
- » Electronic business
- » Enterprise security management
- » Environmental sustainability
- » Finance
- » Financial planning
- » Health and human services management
- » Human resource management
- » Information systems management
- » Information systems project management
- » Innovation
- » Insurance and risk management
- » International and community development
- » International trade and business
- » Law
- » Leadership and communication
- » Marketing
- » Project-based management
- » Public management
- » Research project
- » Retail management
- » Strategy and planning
- » Supply chain management

Please refer to page 18 for a full description of units available within each specialisation.

@ Not all specialisations are available in all modes or trimesters of study.

Credit for Prior Learning

Credit for Prior Learning into the Master of Business Administration may be granted to students who have successfully completed appropriate postgraduate studies in business management.

MBA course structure

Master of Business Administration (in conjunction with Engineering Education Australia)

1.5 B X Course code: M708

Admission requirements: A bachelors degree and a minimum of two years of relevant work experience, or completion of the associated Graduate Certificate or Graduate Diploma of Business Administration.

In conjunction with Engineering Education Australia (EEA), a subsidiary of Engineers Australia, Deakin has introduced the 'engineered' MBA. The course combines the resources of two of Deakin's Faculties: Business and Law and Science and Technology; and ongoing input from EEA.

The MBA covers a broad range of topics relating to all aspects of organisational management and the development of the creative, analytical and interpersonal capabilities crucial to business leadership.

Through intensive residential units and Trimester 3 studies the MBA may be completed in one year of full-time study.

Course structure

You must complete 12 credit points of study, comprising 8 credit points of core units and 4 credit points of elective units and may include one specialisation.

Core units

MPA751/MPR751 Financial Reporting and Analysis*
MPE781 Economics for Managers
MPM701 Business Process Management
MPR732/MPK732 Marketing Management*
MPR706/MPM706 Strategic Management*
MPR721/MPM721 Organisational Behaviour*
MPT753/MPF753 Finance[#]

Plus one unit from:

MPM712 Managing Innovation
MPM722/MPT722/MPR722 Human Resource Management**
MPM735 International Business Management

Elective units

The remaining 4 credit points may be selected in one specialisation as listed under Master of Business Administration (M701) course structure, or you may choose any 4 credit points from the range of specialisations including the general elective units listed below:

MPM702 Audacious Leadership [^]
MPM704 Managing for Environmental Sustainability

or you may choose an alternative unit with prior written approval of the Course Team Chair.

[#] MPT code denotes study tour version of the unit The cost is in addition to the tuition fees.

^{*} MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

[^] The cost for this experiential unit is in addition to the tuition fees.

Specialisations

- » Accounting
- » Arts and entertainment management
- » Corporate governance
- » Electronic Business
- » Enterprise security management
- » Environmental sustainability
- » Finance
- » Financial planning
- » Health and human services management
- » Human resource management
- » Information systems management
- » Information systems project management
- » Innovation
- » Insurance and risk management
- » International and community development
- » International trade and business
- » Law
- » Leadership and communication
- » Marketing
- » Project-based management
- » Public management
- » Retail management
- » Strategy and planning
- » Supply chain management

Please refer to page 18 for a full description of units available within each specialisation.

KEY**3** Course duration in years**PT** Part time**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Waurin Ponds Campus**W** Warrnambool Campus**X** Off campus

Master of Business Administration (in conjunction with Chartered Institute of Management Accountants)

1.5 **B** **X** Course code: M741. CRICOS code: 056978A

Admission requirements: A bachelors degree and a minimum of two years relevant work experience, or completion of the associated Graduate Certificate of Business Administration (M541).

This course is available only to applicants who have completed the post-1987 CIMA Professional Qualification.

The MBA covers a broad range of topics relating to all aspects of organisational management. You will develop creative, analytical and interpersonal capabilities crucial to business leadership and administration.

Course structure

You must complete 12 credit points. Credit for Prior Learning of 6 credit points will be available to all students entering the course for completion of the CIMA Professional Qualification.

Core units

MPE781 Economics for Managers

MPM701 Business Process Management

MPR732/MPK732 Marketing Management*

MPR706/MPM706 Strategic Management*

MPR721/MPM721 Organisational Behaviour*

Plus one of the following units:

MPM712 Managing Innovation

MPM722/MPT722/MPR722 Human Resource Management**

MPT735/MPM735 International Business Management[†]

Credit for prior learning of 6 credit points (as listed below) will be available to all students entering the course for completion of the CIMA Professional Qualification.

MAA703 Accounting for Management

MAF754 Enterprise Risk Management

MPA751 Financial Reporting and Analysis

MPF753 Finance

plus 2 credit points of unspecified credit at Level 7.


* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.



MBA course structure

Doctor of Business Administration

 Course code: M901. CRICOS code: 054580F

Admission requirements: A bachelors degree with first or upper second class honours (or equivalent) or a masters degree, plus at least five years of relevant managerial or other professional experience, plus demonstrated ability to conduct doctoral level research. Credit for previous study will be available for the coursework units offered in Stage 1 only.

Applications for Trimester 3, 2011 must be received by 15 September 2011, applications for Trimester 1, 2012 must be received by 15 November 2011 and applications for Trimester 2, 2012 must be received by 15 May 2012.

The Doctor of Business Administration (DBA) is a collaboration between experienced business professionals and distinguished academics to produce original research of real significance to business and professional practice. It is the highest expression of business/education partnership, and is undertaken within the internationally recognised rigour and direct relevance of a professional doctorate.

The DBA is designed for business executives who already have a level of professional expertise and reputation in their field. It will enable you to extend your knowledge and experience in order to achieve a comprehensive understanding of a specific business issue and to make a significant contribution to the research and business practice in the area.

You will develop specialist, recognised expertise that will influence your standing in the business and professional community internationally.

The coursework units will be taught at the Melbourne Burwood Campus. In addition, you may elect to study marketing management, organisational behaviour, strategic management, financial reporting and analysis and human resource management in residential mode at the Deakin Management Centre in Geelong.

Note: The cost for residential units is in addition to the tuition fee per unit.

Course structure

The Doctor of Business Administration (DBA) is a 24 credit point professional doctoral degree taken over three years of full-time study (or part-time equivalent). Students are required to complete eight core coursework units, four core research training units and a core research thesis worth 12 credit points.

Stage 1

MPA951/MPR951 Financial Reporting and Analysis*
MPE981 Economics for Managers
MPT953/MPF953 Finance#
MPR906/MPM906 Strategic Management*
MPR921/MPM921 Organisational Behaviour*
MPR932/MPK932 Marketing Management*
MPT935/MPM935 International Business Management#

Plus one unit from:

MPC941 IT Strategy and Management
MPM912 Managing Innovation
MPM922/MPR922/MPT922 Human Resource Management**

Students precluded from any Stage 1 unit above will be required to choose alternative units from the following list:

MPK901 Research Design and Analysis
MPA911 Corporate Governance and Ethics
MPE907 International Banking and Finance
MPK936 International Marketing
MPR905 Entrepreneurship*
MPR907 Change Management*

Stage 2

MPD910 Foundations of Research
MPD911 Research Design

Plus one unit from:

MPD912 Quantitative Research Methods
MMD916 Qualitative Research Methods

Plus one unit from:

MPD913 Corporate Strategy: Theory and Practice
MPD914 Research Reporting
MPD915 Management and Organisational Consulting
or any other level 9 unit approved by the Course Team Chair.

Stage 3

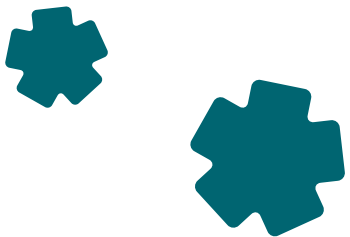
Doctoral Research Thesis (12 credit points)

* MPR denotes residential version of unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of unit. The cost is in addition to the tuition fees.

KEY

- 3** Course duration in years
- PT** Part time
- B** Melbourne Burwood Campus
- F** Geelong Waterfront Campus
- G** Geelong Waurn Ponds Campus
- W** Warrnambool Campus
- X** Off campus



Stephen Ryan
Bachelor of Arts, Geelong Waurn Ponds Campus, Deakin University, 2005
Master of Business Administration, off campus, Deakin University, 2011
Employed: Policy Adviser, Policy Division, Department of Building and Innovation, Victorian Government
Currently studying: Doctor of Business Administration

Residential units, a study tour to India, crewing a boat across ferocious Bass Strait, an Australian Finance Tour and an intensive course in Penang: when Stephen Ryan says he 'did everything' while undertaking his Deakin MBA, he is not exaggerating.

Stephen combined his MBA studies with working full time, so he chose a combination of study options. One of those was the chance to undertake week-long live-in residential units. Another involved attending the Asia Intensive School of Advanced Management.

'It was a two-week intensive course that covered two units, it was held in Penang, and included students from different uni's,' he explains. 'I studied international business and innovation and entrepreneurship in the Asia-Pacific context, plus we had guest speakers from across Asia. It was fantastic,' he says.

Audacious Leadership is another elective unit within Deakin's MBA. Students crew a tall ship across often unpredictable waters, working around the clock in groups to solve problems and ensure everyone's safety. 'It was amazing, a once in a lifetime experience and a real challenge. I will never forget being in huge waves in the middle of Bass Strait between midnight and 4 am, when

we all had to pull together and just do it. It was so exhilarating and a real sense of achievement.'

The unit has plenty of relevance to the *'(Deakin's Audacious Leadership unit) focuses on your leadership when you are managing a team in stressful situations – having to get the best out of each team member, and understanding that everyone will approach tasks from a different perspective.'*

workplace, Stephen says. 'It focuses on your leadership when you are managing a team in stressful situations – having to get the best out of each team member, and understanding that everyone will approach tasks from a different perspective,' Stephen says.

A study tour to India accounted for a further two units for Stephen; the chance to immerse himself in another business culture bringing further bonuses. 'The main assignment involved developing an export plan for Australian businesses exporting a product to India,' he says. 'We got to meet with Indian business students

and lecturers so it was great to network and visit other colleges.'

During an Australian Finance Tour of Tasmania, Stephen says the focus was on the investments that businesses are making in sustainability areas such as solar energy. 'We had to apply all the finance and investment theories and calculations and act as consultants. It was fantastic for me because, with subjects like finance, it is all very well on a white board but we could put it in place while we were learning,' he says.

The choice to proceed with a doctorate is about building his skills in critical analysis and working on a practical business problem in a doctoral research project, says Stephen. Once it is completed, he sees himself in a more senior position in the public sector or in a consulting position in private industry. The MBA has been 'perfect' in his current position. 'Exports, global supply chains and foreign direct investment attraction is a key focus for my department. What better way to gain insight into the dynamics of the growth of Asian economies than engaging with the CEO of an Indian multinational company, on-site in their global headquarters in Delhi?'

MBA specialisations

Accounting

A capability in accounting is regarded as a core skill of MBA graduates. The Accounting specialisation takes students beyond the general introduction of the MBA core units and enables them to develop a specialist expertise in this key area.

MPA701 Accounting
MPA751/MPR751 Financial Reporting and Analysis*

Plus 2 credit points of units from:

MAA703 Accounting for Management
MPI701 Business Practicum (2 credit points)
MPI702 Applied Business Project

Arts and entertainment management

Arts and entertainment is a significant business arena which is rarely supported by business management programs. Deakin University's distinctive expertise in this area offers our MBA students the opportunity to obtain a unique capability.

Select 4 credit points of units from:

MMK792 Arts Marketing
MMM790 Arts Management
MMM793 Managing Cultural Projects and Events
MMM796 Managing Arts in Community Settings
MMM799 Arts Fundraising and Sponsorship
MPI701 Business Practicum (2 credit points)
MPI702 Applied Business Project

Business consulting

The business consulting specialisation provides an opportunity to develop the sophisticated skills and knowledge needed to work in the growing business services sector – as an external/internal consultant; professional working within a business services firm, or as a self-employed professional providing business services. This specialisation will help students build highly valued professional skills and acquire academically-grounded knowledge relevant to professional practice which will directly enhance employability.

MPM715 Management and Organisational Consulting

Plus 3 credit points of units from:

MLM706 Corporate Governance
MPA711 Corporate Governance and Ethics
MPK701 Research Design and Analysis
MPK711 Strategic Customer Service
MPM701 Business Process Management
MPM712 Managing Innovation
MPR705 Entrepreneurship*
MSC756 Project Management
MMH707 Managing Transitions and Change

or

MPR707 Change Management*
MPI701 Business Practicum (2 credit points)
MPI702 Applied Business Project

Corporate governance

Corporate governance is now, more than ever, a key element of business practice. The principles and practices of good corporate governance have been brought to the forefront of the business and social agenda in Australia and internationally following the highly publicised cases of corporate failure in recent years.

MLM706 Corporate Governance
MPA711 Corporate Governance and Ethics
MPA751/MPR751 Financial Reporting and Analysis*

Plus one unit from:

AIP777 Accountability and Corporate Social Responsibility
MAF754 Enterprise Risk Management
MPI701 Business Practicum (2 credit points)
MPI702 Applied Business Project
MSC755 Risk Management for Business Information Systems
MPM722/MPT722/MPR722 Human Resource Management**

Electronic business

The internet is having a profound effect on business strategy and operations in the global marketplace. The eBusiness specialisation develops knowledge and skills in business applications of data communications.

MSC752 eBusiness Strategies
MSC767 Business Security Management

Plus one unit from:

MPC701 Information Systems for Business
MPM701 Business Process Management

Plus one unit from:

MMK737 Online Marketing
MPI701 Business Practicum (2 credit points)
MPI702 Applied Business Project
MSC768 Knowledge Management
MSQ791 Data Analysis for Managers

Enterprise security management

Enterprise security management introduces students to design, management and security implications of eBusiness systems and the way security is linked to an organisation's strategic direction.

Select 4 credit points of units from:

MLM770 Law and the Internet
MLM786 Electronic Crime
MPI701 Business Practicum (2 credit points)
MPI702 Applied Business Project
MSC755 Risk Management for Business Information Systems
MSC767 Business Security Management

Environmental sustainability

Environmental sustainability is increasingly a core element of the regulatory framework of business and accountability more broadly. It is increasingly one of the imperatives of business strategy and business practice (and of business opportunity), requiring an appreciation of the science, the policy frameworks, and the business analysis which underpin environmental considerations and environmental management.

MPM704 Managing for Environmental Sustainability
SLE721 Policy and Planning for Sustainable Development

Plus 2 credit points of units from:

AIP740 Public Policy Analysis
AIP748 Intergovernmental Relations
AIP773 Governance and Accountability
AIP777 Accountability and Corporate Social Responsibility
MPI701 Business Practicum (2 credit points)
MPI702 Applied Business Project
SLE720 Risk Assessment and Control
SLE725 Environmental Management Systems

or an alternative unit upon prior written approval of the Course Team Chair.

KEY**3** Course duration in years**PT** Part time**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Waurin Ponds Campus**W** Warrnambool Campus**X** Off campus**Finance**

The finance specialisation provides a broad understanding of the structure and operations of the financial markets – the banking system, short-term and long-term money markets and the stock exchange. In addition, it introduces students to the financial instruments used in these markets – such as bills of exchange, Euro Bonds, interest rate swaps, options and futures contracts – together with the theory and techniques underlying trading and investment activity.

Select 4 credit points of units from:

MAF702 Financial Markets
 MAF703 Applied Corporate Finance
 MAF704 Treasury and Risk Management
 MAF707 Investments and Portfolio Management
 MAF754 Enterprise Risk Management
 MPT753/MPF753 Finance[#]
 MPI701 Business Practicum (2 credit points)
 MPI702 Applied Business Project

Financial planning

The financial planning specialisation covers aspects of business finance, taxation, superannuation, estate planning, risk management and investment analysis.

Select 4 credit points of units from:

MAF702 Financial Markets
 MAF707 Investments and Portfolio Management
 MAF708 Retirement Income Streams
 MAF709 Financial Planning Development
 MAF765 Introduction to Financial Planning
 MPI701 Business Practicum (2 credit points)
 MPI702 Applied Business Project

Students should consult with the Financial Planning Association or their web site for professional recognition or regulation guide RG146. Students seeking professional recognition may be required to undertake an additional unit.

Health and human services management

For MBA students currently working in the health and human services field, this specialisation will extend their understanding of managing business within this specialised area.

Select 4 credit points of units from:

HSH701 Principles and Practice of Public Health
 HSH702 Contemporary Health Issues and Policies
 HSH703 Health Promotion
 HSH739 International Perspectives on Health Policy and Planning
 MPI701 Business Practicum (2 credit points)
 MPI702 Applied Business Project

Human resource management

A large number of organisations are opting for fewer staff, fewer management layers and more flexible work practices. Their business strategies are, to a large extent, human resource management strategies – and they have given human resource management a considerable degree of recognition and influence as a key element of business management.

MMH706 Advanced Human Resource Management
 MPM722/MPT722/MPR722 Human Resource Management^{*#}

Plus 2 credit points of units from:

MMH709 Employment Relations for Organisational Effectiveness
 MPI701 Business Practicum (2 credit points)
 MPI702 Applied Business Project
 MSC768 Knowledge Management
 MMH707 Managing Transitions and Change
 or
 MPR707 Change Management^{*}

Information systems management

The information systems management specialisation develops expertise in the integration and management of information technology within a business context.

MSC754 Information Systems Business Analysis
 MSC770 Information Systems and Global Issues

Plus one unit from:

MPC701 Information Systems for Business
 MPM701 Business Process Management

Plus one unit from:

MPI701 Business Practicum (2 credit points)
 MPI702 Applied Business Project
 MSC755 Risk Management for Business Information Systems
 MSC767 Business Security Management

Information systems project management

The information systems project management specialisation gives Deakin MBA students a distinctive professional capability in managing projects with an IS focus – one of the most significant areas of opportunity in IS.

Select 4 credit points of units from:

MPI701 Business Practicum (2 credit points)
 MPI702 Applied Business Project
 MSC755 Risk Management for Business Information Systems
 MSC756 Project Management
 MSC770 Information Systems and Global Issues
 MPC701 Information Systems for Business
 or
 MPM701 Business Process Management

Innovation

The innovation specialisation provides students in any field of work with the necessary skills to examine their profession or occupation and to improve it from both a management and process perspective.

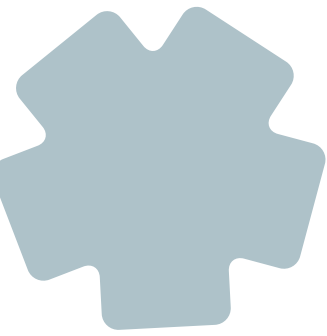
MPM712 Managing Innovation

Plus 3 credit points of units from:

MPI701 Business Practicum (2 credit points)
 MPI702 Applied Business Project
 MPK711 Strategic Customer Service
 MPM701 Business Process Management
 MPM715 Management and Organisational Consulting
 MPR705 Entrepreneurship^{*}
 MPR707 Change Management^{*}
 MSC756 Project Management
 SEB711 Developing and Managing Innovation
 SEB712 Managing Complex Projects
 SLE720 Risk Assessment and Control

* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.



*Jill Kokinos
Bachelor of Secondary Education, Rusden
(later incorporated into Deakin University), 1984
Currently: Master of Business Administration, Deakin University
Off campus
Employed: General Manager, BJH Controls*

Nine nights battling the west coast of Tasmania in a sailing boat taught Jill Kokinos a lot about herself and her leadership skills. 'I had no sailing experience and we had three watch groups responsible for sailing the boat,' Jill says of her participation in the Audacious Leadership unit she completed as part of her Deakin MBA. 'Crossing Bass Strait at night when it was extremely rough, and living in confined conditions, you learn a lot about how far you can push yourself,' she says. The program also allowed Jill to see a lot of different leadership styles. 'I could see what works well and I will change some things about my own leadership style because of that. It was an amazing experience,' she says.

The four residential units that will make up Jill's MBA have also proved a huge bonus. 'Change Management and Management Communications, in particular, have brought some life changing moments. They were all based on experiential learning and have been absolutely brilliant.' She has also embraced the opportunity to learn from other residential participants.

'They (residential) tend to be full of mature-age students from all around Australia with a lot of experience in business. It is a huge melting pot of ideas and is fantastic fun.'

Originally a secondary school physical education teacher, Jill later combined raising children with working in her family's commercial

'I have been fully motivated to continue all the way through it. I have even been thinking about what I could study next.'

joinery business. Her journey with BJH Controls, an engineering service to the manufacturing sector, began when she was employed as a part-time book keeper. But, by 2007, she had moved to a full-time position, accrued much more responsibility, and was appointed as Business Manager. Soon after commencing her MBA, Jill took on the position of General Manager.

As well as being able to study off campus, a strong factor in Jill choosing the Deakin course

was the opportunity to exit at graduate certificate or graduate diploma stage if she lacked the time or motivation to continue, she says. 'Because I was going back to study in my 40s, I wasn't sure how I would find the time, or how motivated I would be.' But she soon found the desire to keep going was never a problem. 'I have been fully motivated to continue all the way through it. I have even been thinking about what I could study next,' she says.

As well as the satisfaction of achieving the qualification, Jill says she is experiencing many advantages of doing the MBA. 'I am responsible for all the non-technical aspects of running the business so I liaise with bank managers, accountants and lawyers, and deal with staff issues,' she explains. 'It affirms the way you are doing things and gives you confidence to know you are using best practice. And when you are dealing with people outside the business who are experts in their field, you know you are using the right terminology. The course is a lot of fun as well – it has been great for me,' Jill says.

MBA specialisations

Insurance and risk management

The insurance and risk management specialisation in the Deakin MBA reflects the integration of the insurance industry within the broader business of financial services. It also equips students to evaluate risk across a variety of business contexts, with particular reference to the principles of underwriting and reinsurance. It offers a distinctive pathway to the financial services industry in all its dimensions – whether in retail financial services or at the highest end of risk and financial management in insurance, reinsurance, financial management and investment banking.

MPS701 Principles of Risk and Insurance

Plus 3 credit points of units from:

MAF754 Enterprise Risk Management

MPS703 Reinsurance

MPS707 Life Risk

MPS708 General Insurance

International and community development

This specialisation is designed to provide students with skills and knowledge in the specialist field of development together with business management expertise. Australia's official development assistance (aid) budget is increasing, along with funds raised annually through public donations to non-government organisations. The distribution of aid is managed by both private firms and NGOs. Many senior staff are recruited from outside the development sector, but to be effective they must have both business acumen and development sector knowledge.

Select 4 credit points of units from:

AID714 Gender and Development

AID733 The Economic Development Record

AID734 Approaches to Political Development

ASD704 Community Development Theory and Practice A

ASD705 Community Development Theory and Practice B

ASD715 Cross Cultural Communication and Practice

International trade and business

Business is now inevitably international. The specialisation in international trade and business provides the opportunity to develop skills and knowledge in this strategically important area and to develop a capability in the analysis and implementation of international trading strategies for business.

Select 4 credit points of units from:

MAA716 Financial Accounting

MPE707 International Banking and Finance

MPE711 Global Trade and Markets

MPI701 Business Practicum (2 credit points)

MPI702 Applied Business Project

MPK736 International Marketing

MPT735/MPM735 International Business Management*

Law

The law specialisation is a foundation in commercial law for business professionals and builds specialist expertise in some of the most important areas of commercial law.

MLC771 Law for Managers

Plus 3 credit points of units from:

MLC703 Principles of Income Tax Law

MLM703 Chinese Commercial Law

MLM706 Corporate Governance

MLM721 International Competition Law and Policy

MLM731 Corporations Law

MLM740 International Commercial Law

MLM782 Indian Law

MLM785 International Law

MLM788 International Financial Crime

MLM792 Anti-Money Laundering and Counter-Terrorism Financing

MPI701 Business Practicum (2 credit points) ~

MPI702 Applied Business Project

Leadership and communication

This specialisation focuses on the key elements of business leadership and develops the capabilities required to lead individuals and organisations.

MPR721/MPM721 Organisational Behaviour*

MPR703 Management Communication*

MPR705 Entrepreneurship*

Plus one unit from:

MMH707 Managing Transitions and Change

MPI701 Business Practicum (2 credit points)

MPI702 Applied Business Project

MPM702 Audacious Leadership*

MPR707 Change Management *

Marketing

Marketing draws together all the elements of an enterprise to define its strategic position and achieve a competitive advantage in the market. It is an ideal specialisation for MBA graduates seeking profile, influence and recognition.

Select 4 credit points of units from:

MMK733 Strategic Marketing

MMK737 Online Marketing

MMK751 Services Marketing

MPI701 Business Practicum (2 credit points)

MPI702 Applied Business Project

MPK701 Research Design and Analysis

MPK712 Advertising and Consumer Behaviour

MPK736 International Marketing

MPK711 Strategic Customer Service

MPT732/MPK732 Marketing Management*

MBA specialisations

Project-based management

This specialisation will extend students' understanding of managing business projects within time and cost constraints. It allows you to choose either a theoretical viewpoint or a more practical one that incorporates a 2-unit industry-based project to meet your individual needs.

MSC756 Project Management

Plus 3 credit points of units from:

MPI701 Business Practicum (2 credit points)

MPI702 Applied Business Project

MSC768 Knowledge Management

SEB712 Managing Complex Projects

MMH707 Managing Transitions and Change

or

MPR707 Change Management*

Public management

The public management specialisation recognises the increasing importance of the public sector as an area of opportunity for MBA graduates, particularly given the transformation of public sector management practices through 'corporatisation' and accrual accounting.

Select 4 credit points of units from:

AIP740 Public Policy Analysis

AIP748 Intergovernmental Relations

AIP773 Governance and Accountability

AIP777 Accountability and Corporate Social Responsibility

MPI701 Business Practicum (2 credit points)

MPI702 Applied Business Project

Research project

The research project specialisation enables students to focus on a chosen discipline and develop their research capabilities within a business focus.

Select 4 credit points of units from:

MPI701 Business Practicum (2 credit points)

MPK701 Research Design and Analysis

MPP701 Research Project 1a

MPP703 Research Project 2 (2 credit points)

Retail management

The retailing specialisation prepares students for professional positions in industry and allied fields such as marketing research, property management, architecture and design, global product development/sourcing, advertising and promotion, market development, supply chain and logistics. This specialisation is of interest to suppliers, accountants and financiers, and other professionals who work with retail businesses. The specialisation takes a holistic view of the industry from supply chain to retailer to customer.

MPM705 Retailing

MPM716 Merchandise Management

MPK732/MPR732 Marketing Management*

Plus one unit selected from:

MLM790 Marketing Law

MMK737 Online Marketing

MPI701 Business Practicum (2 credit points)

MPI702 Applied Business Project

MPK711 Strategic Customer Service

MPK712 Advertising and Consumer Behaviour

MPM701 Business Process Management

MPM712 Managing Innovation

MPM715 Management and Organisational Consulting

MPM721/MPR721 Organisational Behaviour

MPM722/MPR722/MPT722 Human Resource Management**

MSC753 eBusiness and Supply Chain Management

Strategy and planning

The strategy and planning specialisation develops high order capabilities in business leadership upon which organisational success depends.

MPR706/MPM706 Strategic Management*

Plus 3 credit points of units from:

MMH706 Advanced Human Resource Management

MMM792 Operations Management

MPI701 Business Practicum (2 credit points)

MPI702 Applied Business Project

MPR705 Entrepreneurship*

MMH707 Managing Transitions and Change

or

MPR707 Change Management*

Supply chain management

The supply chain management specialisation enables students to develop a sound understanding of the business principles and technical aspects (such as product coding standards and EDI) of supply chain management. It develops a capacity to manage procurement and supply functions within organisations and across organisational and national boundaries.

MSC753 eBusiness and Supply Chain Management

MSC795 eBusiness Processes

Plus one unit from:

MPC701 Information Systems for Business

MPM701 Business Process Management

Plus one unit from:

MPI701 Business Practicum (2 credit points)

MPI702 Applied Business Project

MSC752 eBusiness Strategies

MSC755 Risk Management for Business Information Systems

MSQ791 Data Analysis for Managers

* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

~ Subject to approval from Head of School, School of Law.

^ The cost for this experiential unit is in addition to the tuition fees.

KEY**3** Course duration in years**PT** Part time**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Waurin Ponds Campus**W** Warrnambool Campus**X** Off campus

Take a voyage around leadership

In early January, 19 postgraduate students and two company CEOs, set sail in the tall ship 'One and All', from Hobart Tasmania to Williamstown Victoria.

Their voyage took eight days, during which time they learned the basic seamanship necessary to navigate, set and hang sails, and generally handle a two masted brigantine.

The ship provided a wonderful metaphor of organisational structure and dynamics.

People worked in three watches with four hours on duty and eight hours off, although they were expected to discuss events during their watch as soon as they 'came off' and the eight hours off was often disturbed by the 'all hands on deck' call.

People had to work and live together in the close confines of the ship. Issues of team dynamics, leadership style, personal resilience and fortitude were brought in to sharp relief.

They sailed up the rugged west coast of Tasmania against strong south-westerly winds that whipped up the sea and showed the power of the Southern Ocean.

A brief visit into Port Davy, one of the two ports available for shelter on the west coast, allowed a climb of Mt Rugby to enjoy the views over pristine wilderness.

In Bass Strait shelter was found in the lea of King Island before the final overnight passage to Port Philip Bay.

Daily life was filled with examples of leadership; the structure of the ship's management, the formal and informal leadership of the watches, the followership of participants when asked to perform difficult tasks in bad weather.

An intricate web of relationships allowed the participants to grow into an effective crew capable of turning the complex person powered machine, 'on a sixpence'.

As they experienced the human dynamics of the ship, they learned important things about leadership, keeping logs of their observations, and comparing them with contemporary thinking on leadership.

Audacious Leadership is an adventure-based unit. It will challenge you physically and mentally. You'll be tired at the end of the voyage. But you'll have completed a voyage of discovery, learned about audacity in leadership and, almost certainly, about yourself.

Audacious Leadership is a compulsory unit in the Master of Contemporary Leadership and is available as an elective in the MBA and other selected postgraduate courses.



MBA (International) course structure

Deakin's MBA (International) is a distinctive MBA with an emphasis on management skills required in a global business environment. From a foundation in key business disciplines it develops the capability to respond confidently to the challenges of the international world of business.

Direct entry

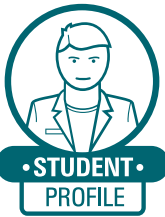
The MBA (International) enables high-performing students to move directly from their undergraduate studies into a leading MBA. In doing so, it incorporates opportunities for practical experience or research-based study as an alternative framework to the traditional work experience requirements of MBAs.

Gain business experience while you study

Students who follow the option of the Business Practicum unit undertake real projects in a host organisation and gain invaluable skills and experience for a successful management career.

International study tours

The MBA (International) offers the opportunity to participate in international study tours to China and India. In these units formal academic study is integrated with visits to companies, institutions and professional bodies in host countries, enabling students to develop a real appreciation of key aspects of business in a global environment.



Ivica Orsolich
Master of Business Administration (International), 2010
Off campus
Employed: Chief Information Officer, Metricon Homes

Studying his MBA (International) off campus through Deakin gave Ivica Orsolich the freedom to study where and when he chose. 'Some weeks I couldn't do anything at all,' says Ivica, who, as Chief Information Officer for Metricon Homes, leads a busy and demanding professional life. 'Other weeks, I would catch up. Off-campus study was great because I would set up all the materials on my laptop and it didn't matter where I was – like on a plane – it was there,' he says.

Ivica brought a wealth of previous study to his MBA (International). While his undergraduate degree is in electrical engineering, he later completed a Graduate Diploma in Management, before venturing to Deakin for a Graduate Diploma of Financial Services – also off campus. 'Deakin was one of the only universities offering

the financial services course . . . and, by the time I combined what I had already done, I only had a few units to complete for the MBA.'

' . . . the MBA gives you the breadth of business knowledge and business tools needed to take on larger and broader roles.'

For 12 years, Ivica worked for the Insurance Australia Group, a position that sent him on a two-year working stint in Beijing, a further year in Singapore, and plenty of additional travel through Thailand, Malaysia and India, running the IT side of the business.

With his move to Metricon Homes, Ivica says he chose to complete the MBA to round out his

business knowledge.

'With IT, I was in a more technically oriented position and sometimes you can be accused of not knowing enough about the business side,' he says. 'The MBA means I am able to talk to the business guys at their level. Also, after spending three years overseas, undertaking the internationally focused MBA was an opportunity to round out my practical experience of managing across cultures with some excellent theory and frameworks.' It also has given him the opportunity to take a step up and open other doors, he adds. 'Whether I stay in IT or whether I move into something else, the MBA gives you the breadth of business knowledge and business tools needed to take on larger and broader roles.'

KEY**3** Course duration in years**PT** Part time**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Waurin Ponds Campus**W** Warrnambool Campus**X** Off campus

Master of Business Administration (International)

1.5 **B** **X** Course code: M731. CRICOS code: 056889B

Admission requirements: A bachelors degree or equivalent with a minimum grade point average of 65 per cent.

Deakin's Master of Business Administration (International) has been designed to give high-performing students an opportunity to gain industry experience as part of a world-class MBA.

The MBA (International) is available to applicants who may not have had experience as a business manager. It includes an optional business practicum project unit which is completed in an operating business environment to equip you with valuable practical managerial expertise.

High-achieving students are able to move directly from their undergraduate degree to postgraduate MBA studies, saving time and money.

The course also features a research project option, which can allow you to conduct research into specific organisational issues and may allow you to articulate into a research degree. Emphasis will be placed on issues associated with international business management.



Course structure

You must complete 12 credit points of study, comprising 7 credit points of core units, 1 credit points of units selected from a specified list of three units, plus 4 credit points of elective units (students may choose other units with prior written approval of the Course Team Chair). The 4 credit points of elective units may form one of the specialisations listed below, or you may choose these units from the range of specialisations including the general elective units. Within these four elective units, you may choose to undertake a business practicum unit or research project. Students must complete at least 4 credit points of units from the core at Deakin.

Core units

MPA702 Financial Interpretation
MPE707 International Banking and Finance
MPE781 Economics for Managers
MPM703 Business Strategy and Analysis
MPM701 Business Process Management
MPR732/MPK732 Marketing Management*
MPT735/MPM735 International Business Management#

Plus 1 credit points of units from:

MPE711 Global Trade and Markets
MPK701 Research Design and Analysis
MPM722/MPT722/MPR722 Human Resource Management**

Elective units

The 4 credit points of elective units may form one of the specialisations listed below, or you may choose these units from the range of specialisations or the general elective unit listed below:

MLM782 Indian Law
MPM702 Audacious Leadership ^
MPM704 Managing for Environmental Sustainability
or any other units with prior written approval of the Course Team Chair.

* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

^ The cost for this experiential unit is in addition to the tuition fees.

Specialisations

Specialisations® are available in:

- » Business consulting
- » Business law
- » Finance
- » Human resource management
- » Information management
- » Insurance and risk management
- » International Business
- » Marketing
- » Research
- » Retail Management
- » Supply Chain Management

Please refer to page 26 for a full description of units available within each specialisation.

@ Not all specialisations are available in all modes or trimesters of study.

Credit for Prior Learning

Credit for prior learning into the Master of Business Administration (International) may be granted to students who have successfully completed appropriate postgraduate studies in business management. Students must complete at least four credit points of units from the core at Deakin. There are negotiated credit arrangements for prior learning arrangements in place for CPA members.

MBA (International) specialisations

Business consulting

The business consulting specialisation provides an opportunity to develop the sophisticated skills and knowledge needed to work in the growing business services sector – as an external/internal consultant; professional working within a business services firm, or as a self-employed professional providing business services. This specialisation will help students build highly valued professional skills and acquire academically-grounded knowledge relevant to professional practice which will directly enhance employability.

MPM715 Management and Organisational Consulting

Plus 3 credit points of units from:

MLM706 Corporate Governance
MPA711 Corporate Governance and Ethics
MPI701 Business Practicum
MPI702 Applied Business Project
MPK701 Research Design and Analysis
MPK711 Strategic Customer Service
MPM701 Business Process Management
MPM712 Managing Innovation
MPR705 Entrepreneurship*
MSC756 Project Management
MMH707 Managing Transitions and Change
or
MPR707 Change Management*

Business law

The business law specialisation provides a foundation in commercial law for business professionals with a strong international perspective.

Select 4 credit points of units from:

MLC771 Law for Managers
MLM703 Chinese Commercial Law
MLM706 Corporate Governance
MLM721 International Competition Law and Policy
MLM785 International Law
MLM788 International Financial Crime
MLM792 Anti-Money Laundering and Counter-Terrorism Financing
MPA711 Corporate Governance and Ethics
MPI700 Postgraduate Internship
or
MPI701 Business Practicum (2 credit points)~

~ Subject to approval from Head of School, School of Law.

Finance

The finance specialisation provides a broad understanding of the structure and operations of the financial markets – the banking system, short-term and long-term money markets and the stock exchange. In addition, it introduces students to the financial instruments used in these markets – such as bills of exchange, Euro Bonds, interest rate swaps, options and futures contracts – together with the theory and techniques underlying trading and investment activity.

MPE711 Global Trade and Markets

Plus 4 credit points of units from:

MAF702 Financial Markets
MAF703 Applied Corporate Finance
MAF707 Investments and Portfolio Management
MPT753/MPF753 Finance*
MPI700 Postgraduate Internship
or
MPI701 Business Practicum (2 credit points)

Human resource management

A large number of organisations are opting for fewer staff, fewer management layers and more flexible work practices. Their business strategies are, to a large extent, human resource management strategies, and they have given human resource management a considerable degree of recognition and influence as a key element of business management.

Select 2 credit points of units from:

MMH706 Advanced Human Resource Management
MPR722/MPT722/MPM722 Human Resource Management*

Plus 3 credit points of units from:

MMH707 Managing Transitions and Change
MMH709 Employment Relations for Organisational Effectiveness
MPR707 Change Management*
MPR721/MPM721 Organisational Behaviour*
MSC768 Knowledge Management
MPI700 Postgraduate Internship
or
MPI701 Business Practicum (2 credit points)

Information management

This specialisation will provide students with the capacity to successfully manage the information and eBusiness functions within organisations.

Select 4 credit points of units from:

MPC741 IT Strategy and Management
MSC752 eBusiness Strategies
MSC753 eBusiness and Supply Chain Management
MPC701 Information Systems for Business
or
MPM701 Business Process Management
MPI700 Postgraduate Internship
or
MPI701 Business Practicum (2 credit points)

Insurance and risk management

The insurance and risk management specialisation in the Deakin MBA reflects the integration of the insurance industry within the broader business of financial services. It also equips students to evaluate risk across a variety of business contexts, with particular reference to the principles of underwriting and reinsurance. It offers a distinctive pathway to the financial services industry in all its dimensions – whether in retail financial services or at the highest end of risk and financial management in insurance, reinsurance, financial management and investment banking.

MPS701 Principles of Risk and Insurance

Plus 3 credit points of units from:

MAF754 Enterprise Risk Management
MPS703 Reinsurance
MPS707 Life Risk
MPS708 General Insurance
MPI700 Postgraduate Internship
or
MPI701 Business Practicum (2 credit points)



KEY**3** Course duration in years**PT** Part time**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Waurin Ponds Campus**W** Warrnambool Campus**X** Off campus**International business**

The international business specialisation develops students' skills and knowledge in this strategically important area. The specialisation includes the development of a capability to analyse and implement international trading strategies for business.

MPE711 Global Trade and Markets

Plus 4 credit points of units from:

AIR747 Contemporary International Politics

ALC706 Culture, Communication and Globalisation: Critical Practices in/ and Local Cultures

MAA716 Financial Accounting

MPA711 Corporate Governance and Ethics

MPC741 IT Strategy and Management

MPI700 Postgraduate Internship

or

MPI701 Business Practicum (2 credit points)

MPM722/MPT722/MPR722 Human Resource Management**

Marketing

Marketing draws together all the elements of an enterprise to define its strategic position and achieve a competitive advantage in the market. It is an ideal specialisation for MBA graduates seeking profile, influence and recognition.

MPK701 Research Design and Analysis

Plus 4 credit points of units from:

MMK733 Strategic Marketing

MMK737 Online Marketing

MPK711 Strategic Customer Service

MPK712 Advertising and Consumer Behaviour

MPK736 International Marketing

MPI700 Postgraduate Internship

or

MPI701 Business Practicum (2 credit points)

Research

The research specialisation enables students to gain research skills within the business context. It facilitates the pathway for high performing graduates to gain entry into a Higher Degree by Research.

MPK701 Research Design and Analysis

MPP704 Research Project 4 (4 credit points)

Retail management

The retailing specialisation prepares students for professional positions in industry and allied fields such as marketing research, property management, architecture and design, global product development/ sourcing, advertising and promotion, market development, supply chain and logistics. This specialisation is of interest to suppliers, accountants and financiers, and other professionals who work with retail businesses. The specialisation takes a holistic view of the industry from supply chain to retailer to customer.

MPM716 Merchandise Management

MPK732/MPR732 Marketing Management*

MPM705 Retailing

Plus 3 credit points of units from:

MLM790 Marketing Law

MMK737 Online Marketing

MPM712 Managing Innovation

MPM701 Business Process Management

MPM715 Management and Organisational Consulting

MPM721/MPR721 Organisational Behaviour*

MPM722/MPR722/MPT722 Human Resource Management **

MPI701 Business Practicum (2 credit points)

MPI702 Applied Business Project

MPK711 Strategic Customer Service

MPK712 Advertising and Consumer Behaviour

MSC753 eBusiness and Supply Chain Management

Supply chain management

The supply chain management specialisation enables students to develop a sound understanding of the business principles and technical aspects (such as product coding standards and EDI) of supply chain management. It develops a capacity to manage procurement and supply functions within organisations and across organisational and national boundaries.

MPK701 Research Design and Analysis

MSC753 eBusiness and Supply Chain Management

MSC755 Risk Management for Business Information Systems

Plus one unit from:

MPC701 Information Systems for Business

MPM701 Business Process Management

Plus one unit from:

MPI700 Postgraduate Internship

MSC752 eBusiness Strategies

MSC795 eBusiness Processes

* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of the unit. The cost is in addition to the tuition

MBA pathway courses

Graduate Diploma of Business Administration

1 B X Course code: M601. CRICOS code: 035038G

Admission requirements: A bachelors degree and two years of relevant work experience, or completion of the Graduate Certificate of Business Administration. Applicants are required to submit a full and detailed resume.

The Graduate Diploma of Business Administration allows articulation into the Master of Business Administration (MBA) and combined MBA courses.

Course structure

You must complete 8 credit points of study, comprising 5 credit points of core units and 3 credit points of elective units.

Core units

MPA751/MPR751 Financial Reporting and Analysis*
MPE781 Economics for Managers
MPR721/MPM721 Organisational Behaviour*
MPR732/MPK732 Marketing Management*

Plus one unit from:

MPM701 Business Process Management
MPT753/MPF753 Finance[#]

Elective units

Select 3 credit points of units not previously studied from:

MAA703 Accounting for Management
MLC771 Law for Managers
MPM722/MPT722/MPR722 Human Resource Management**
MPT753/MPF753 Finance[#]
MPT735/MPM735 International Business Management[#]
MSQ791 Data Analysis for Managers

[#] MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

^{*} MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

Graduate Diploma of Management

1 B X Course code: M607. CRICOS code: 056891G

Admission requirements: A bachelors degree or equivalent and a minimum of two years of relevant work experience, or completion of the associated Graduate Certificate of Corporate Management. Those who demonstrate a satisfactory level of performance may apply to enter the MBA if appropriate units have been studied.

Studying management will give you an understanding of the latest practices and a perspective on key issues such as change, innovation and technology, globalisation, and employee participation and performance.

This course covers a range of topics relating to aspects of organisational management and the development of core capabilities crucial to business leadership.

Course structure

You must complete 8 credit points of elective units selected from any Faculty of Business and Law Master of Business Administration units (see the Master of Business Administration (M701) on page 13 for details of units available).

Graduate Diploma of Business Administration (in conjunction with Engineering Education Australia)

1 B X Course code: M608

Admission requirements: A bachelors degree and a minimum of two years of relevant work experience, or completion of the associated Graduate Certificate of Business Administration.

In conjunction with Engineering Education Australia (EEA), a subsidiary of Engineers Australia, Deakin has introduced the 'engineered' suite of courses. The EEA provides ongoing input into the courses and at masters level the course combines the resources of two of Deakin's Faculties: Business and Law and Science and Technology.

Course structure

You must complete 8 credit points of study, comprising 5 credit points of core units and 3 credit points of elective units.

Core units

MPA751/MPR751 Financial Reporting and Analysis*
MPE781 Economics for Managers
MPR732/MPK732 Marketing Management*
MPR721/MPM721 Organisational Behaviour*

Plus select one unit from:

MPM701 Business Process Management
MPT753/MPF753 Finance[#]

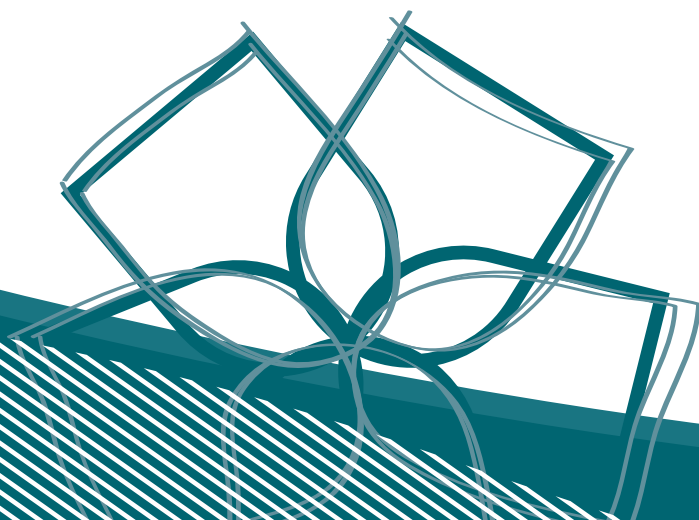
Elective units

Select 3 credit points of units not previously studied from:

MAA703 Accounting for Management
MLC771 Law for Managers
MPM722/MPT722/MPR722 Human Resource Management**
MPT735/MPM735 International Business Management[#]
MPT753/MPF753 Finance[#]
MSQ791 Data Analysis for Managers

[#] MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

^{*} MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.



KEY**3** Course duration in years**PT** Part time**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Waurin Ponds Campus**W** Warrnambool Campus**X** Off campus

Graduate Diploma of Business Administration (International)

1.0 **B** **X** Course code: M631. CRICOS code: 069121K

Admission requirements: A three-year bachelors degree or equivalent with an equivalent grade point average of 65 per cent.

The Graduate Diploma of Business Administration (International) allows articulation into the Master of Business Administration (International).

Course structure

You must complete 8 credit points of study, comprising 4 credit points of core units, 1 credit point from a specified list and 3 credit points of elective units chosen from a specified list.

Core units

MPA702 Financial Interpretation
 MPE781 Economics for Managers
 MPK732/MPR732 Marketing Management*
 MPM703 Business Strategy and Analysis

Plus one of the following units:

MPE707 International Banking and Finance
 MPM701 Business Process Management
 MPM735/MPT735 International Business Management#

Plus 3 credit points of units not previously studied from:

AIR747 Contemporary International Politics
 ALC706 Culture, Communication and Globalisation: Critical Practices in/and Local Cultures
 MAE704 International Trade and Policy
 MAF702 Financial Markets
 MAF703 Applied Corporate Finance
 MAF707 Investments and Portfolio Management
 MLC771 Law for Managers
 MLM703 Chinese Commercial Law
 MLM706 Corporate Governance
 MLM721 International Competition Law and Policy
 MLM740 International Commercial Law
 MLM785 International Law
 MMH706 Advanced Human Resource Management
 MMH707 Managing Transitions and Change
 MMH709 Employment Relations for Organisational Effectiveness
 MMK733 Strategic Marketing
 MMK737 Online Marketing
 MPA711 Corporate Governance and Ethics
 MPE707 International Banking and Finance
 MPE711 Global Trade and Markets
 MPK701 Research Design and Analysis
 MPK711 Strategic Customer Service
 MPK712 Advertising and Consumer Behaviour
 MPK736 International Marketing
 MPM701 Business Process Management
 MPM705 Retailing
 MPM735/MPT735 International Business Management#
 MPR705 Entrepreneurship*
 MPR707 Change Management*
 MPR722/MPM722/MPT722 Human Resource Management**
 MSC752 eBusiness Strategies
 MSC753 eBusiness and Supply Chain Management
 MSC768 Knowledge Management

* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

Graduate Certificate of Business Administration

0.5 **B** **X** Course code: M501. CRICOS code: 020031E

Admission requirements: A bachelors degree and two years of relevant work experience, or seven years of relevant work experience for those without a first degree. Applicants are required to submit a full and detailed resume.

The Graduate Certificate of Business Administration allows articulation into the Graduate Diploma of Business Administration, Master of Business Administration (MBA) and combined MBA courses.

Course structure

You must complete 4 credit points of study, comprising three core units worth 1 credit point each and one elective unit worth 1 credit point.

Core units

MPA751/MPR751 Financial Reporting and Analysis*
 MPR732/MPK732 Marketing Management*
 MPR721/MPM721 Organisational Behaviour*

Elective units

Select one unit from:

MAA703 Accounting for Management
 MLC771 Law for Managers
 MPE781 Economics for Managers
 MPM701 Business Process Management
 MPT753/MPF753 Finance#
 MPM722/MPT722/MPR722 Human Resource Management**
 MPT735/MPM735 International Business Management#
 MSQ791 Data Analysis for Managers

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

Graduate Certificate of Corporate Management

0.5 **B** **X** Course code: M507. CRICOS code: 056892G

Admission requirements: A bachelors degree or equivalent and two years of relevant work experience, or a minimum of seven years of relevant work experience.

Studying management will give you an understanding of the latest practices and a perspective on key issues such as change, innovation and technology, globalisation, and employee participation and performance.

See also Graduate Diploma of Management.

Course structure

You must complete 4 credit points of elective units selected from any Faculty of Business and Law Master of Business Administration units (see the Master of Business Administration (M701) on page 13 for details of units available).

MBA pathway courses

Graduate Certificate of Business Administration (in conjunction with Engineering Education Australia)

0.5 B X Course code: M508

Admission requirements: A bachelors degree and two years of relevant work experience, or a minimum of seven years of relevant work experience for those without a degree.

See also Graduate Diploma of Business Administration (in conjunction with Engineering Education Australia) and Master of Business Administration (in conjunction with Engineering Education Australia).

Course structure

You must complete 4 credit points of study, comprising three core units worth 1 credit point each and one elective unit worth 1 credit point.

Core units

MPA751/MPR751 Financial Reporting and Analysis*
MPR721/MPM721 Organisational Behaviour*
MPR732/MPK732 Marketing Management*

Elective units

Select one unit from:

MAA703 Accounting for Management
MLC771 Law for Managers
MPE781 Economics for Managers
MPM701 Business Process Management
MPM722/MPT722/MPR722 Human Resource Management**
MPT735/MPM735 International Business#
MPT753/MPF753 Finance#
MSQ791 Data Analysis for Managers

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

Graduate Certificate of Business Administration (in conjunction with Chartered Institute of Management Accountants)

0.5 B X Course code: M541. CRICOS code: 056977B

Admission requirements: A bachelors degree and two years of relevant work experience, or a minimum of seven years of relevant work experience for those without a degree. This course is available only to applicants who have completed the post-1987 CIMA Professional Qualification.

The Graduate Certificate of Business Administration covers a range of topics relating to organisational management and the development of the creative, analytical and interpersonal capabilities crucial to business leadership. See also Master of Business Administration (in conjunction with Chartered Institute of Management Accountants).

Course structure

You must complete 4 credit points of study. Advanced standing of 2 credit points will be available to all students entering the course for completion of the CIMA Professional Qualification.

Core units

MPR732/MPK732 Marketing Management*
MPR721/MPM721 Organisational Behaviour*

Credit for prior learning of 2 credit points (as listed below) will be available to all students entering the course for completion of the CIMA Professional Qualification.

MAA703 Accounting for Management
MPA751 Financial Reporting and Analysis

* MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

KEY

- 3** Course duration in years
- PT** Part time
- B** Melbourne Burwood Campus
- F** Geelong Waterfront Campus
- G** Geelong Waurin Ponds Campus
- W** Warrnambool Campus
- X** Off campus



Brenton Akehurst
Master of Business Administration, Deakin University
Graduated: 2009
Employed: General Manager Queensland, Decmil Australia

As general manager of a large engineering and construction company, Brenton Akehurst says he would not have been able to do his MBA without the flexibility offered to him at Deakin. 'With working full time and a family, the flexibility was something I needed,' he says. 'I find it difficult enough to commit to something simple like a doctor's appointment during the week, so being able to go at my own pace worked well for me.'

Although he was living and working in Adelaide, Brenton chose Deakin's MBA because of a personal connection. 'One of my co-workers has a brother who is a lecturer at Deakin,' he explains. 'I liked what I heard about the way the course was run and the fact there were options to accelerate your studies through the summer and residential. I didn't even look anywhere else.'

Once enrolled, Brenton made the most of the opportunities Deakin offers, taking up two of the one-week intensive residential units, and an overseas study tour. 'The residential are hard work and not for the faint-hearted, but they were

fantastic,' he says. 'I couldn't have finished the course in three years without them.' Because the week is so professionally run, students can focus totally on their study. It's a fantastic way to really throw yourself into a subject and get a semester's worth of work done in a week,' Brenton says. 'It meant I could do four subjects in a year.'

'I could download a lecture to my iPod and listen to it while I was walking the dog – it's the ultimate in flexibility.'


Brenton's decision to complete a study tour to China also reaped some major rewards. 'You go expecting to get a couple of units out of the way but you learn a lot more than that,' he says. 'You learn a lot about yourself when you go to a foreign country and mix with people you don't know.' Being shown around companies and learning about how business is conducted in a different culture has had a significant impact on the way he

carries out business. 'I have applied some of that knowledge when dealing with people from China and Japan and, in our company, we now apply more of a relationship focus.'

Throughout his course, Brenton found Deakin staff both helpful and efficient and the introduction of podcasts a great addition. 'I could download a lecture to my iPod and listen to it while I was walking the dog – it's the ultimate in flexibility,' he says. Other aspects of the MBA and its delivery also impressed. 'The assignments were really interesting and relevant to my work. The availability of research resources and tools was outstanding. I could email the unit chair with a question and get an answer back quickly, and if I requested a library book it came within a couple of days.' Brenton says studying off campus gave him 'the best of both worlds. It was really convenient and I couldn't have done it any other way.'

MBA combined courses

Master of Business Administration (International)/ Master of Commerce

 Course code: D708. CRICOS code: 057659G

Admission requirements: A bachelors degree or equivalent with a minimum grade point average of 65 per cent.

The Master of Business Administration (International) aims to equip you with the capabilities to deal with all aspects of an organisation's business management, particularly in an international context, while the Master of Commerce is a discipline-based degree designed as an intensive first business qualification for graduates of any discipline.

By selecting the appropriate units, you may work towards obtaining professional recognition from CPA Australia, the Institute of Chartered Accountants in Australia, the Institute of Certified Management Accountants, the Australian Computer Society, or the Australian and Securities Investment Commission. You may not be able to take all units required for professional recognition within the normal units required to complete the combined course.

Course structure

You must complete 16 credit points of study, comprising 9 credit points of core units, 2 credit points of units from a specified list of three units, 3 credit points of units not previously studied from the Master of Business Administration (International), plus 2 credit points of units not previously studied from the Master of Commerce (choice of units must form a Master of Commerce specialisation).

Core units

MPA701 Accounting
MPA702 Financial Interpretation
MPE707 International Banking and Finance
MPE781 Economics for Managers
MPF753 Finance
MPM701 Business Process Management
MPM703 Business Strategy and Analysis
MPR732/MPK732 Marketing Management*
MPT735/MPM735 International Business Management[#]

Elective units

Select 2 credit points of units from:

MPE711 Global Trade and Markets
MPK701 Research Design and Analysis
MPM722/MPT722/MPR722 Human Resource Management**

plus 3 credit points not previously studied from the Master of Business Administration (International); plus 2 credit points of units not previously studied from the Master of Commerce.


Note: Your choice of units must form a specialisation in the Master of Commerce.

* MPR code denotes residential version of unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

Please refer to the 2012 Business and Law Postgraduate Study Area Booklet for Master of Commerce units.

Master of Business Administration (International)/ Master of Professional Accounting

 Course code: D709. CRICOS code: 057657K

Admission requirements: A bachelors degree or equivalent with a minimum grade point average of 65 per cent.

The Master of Business Administration (International) aims to give you the capabilities to deal with all aspects of an organisation's business management, particularly in an international context, while the Master of Professional Accounting (MPA) will give you the foundation for membership with CPA Australia or for entry into the Institute of Chartered Accountants In Australia to undertake its CA Program. You may not be able to take all units required for membership within the normal units required to complete the combined course.

Course structure

You must complete 16 credit points of study, comprising 12 credit points of core units, 1 credit point from a specified list of three units, and 3 credit points of units not previously studied from the Master of Professional Accounting.

Core units

MAA703 Accounting for Management^{1 2}
MAA716 Financial Accounting^{1 2}
MAA725 Advanced Accounting Principles and Practice^{1 2}
MPA701 Accounting^{1 2}
MPA702 Financial Interpretation
MPE707 International Banking and Finance
MPE781 Economics for Managers¹
MPF753/MPT753 Finance^{1 2 #}
MPM701 Business Process Management¹
MPM703 Business Strategy and Analysis
MPR732/MPK732 Marketing Management*
MPT735/MPM735 International Business Management[#]

Elective units

Plus 1 credit point from:

MPE711 Global Trade and Markets
MPK701 Research Design and Analysis
MPM722/MPT722/MPR722 Human Resource Management**

Plus 3 credit points of units from:

MAA705 Corporate Auditing^{2 3}
MLC703 Principles of Income Tax Law^{2 3}
MLC707 Commercial and Corporations Law^{1 2}

or units from the Master of International Finance and the Master of Financial Planning. Other postgraduate units may be taken subject to the approval of the Course Team Chair.

Please refer to the 2012 Business and Law Postgraduate Study Area Booklet for Master of Professional Accounting units.

Notes:

- 1 Required by CPA Australia for Associate (foundation level) Membership
- 2 Required by the Institute of Chartered Accountants in Australia for entry to the CA Program.
- 3 For candidates who have completed an accredited degree in Australia, this unit may be taken as part of the CPA program. Other students must complete the unit before becoming an Associate Member of CPA Australia.

Students should carefully note the trimesters when units are offered to ensure that all required units can be completed in the appropriate time frame.

Students who wish to enter the CA or CPA programs are advised that it is their responsibility to ensure that they take the appropriate units required for entry.

Students who have completed prior undergraduate or graduate units in accounting or other core knowledge areas are advised to have their qualifications assessed by their preferred professional organisation to ensure they complete the correct units.

* MPR code denotes residential version of unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

KEY

- 3** Course duration in years
- PT** Part time
- B** Melbourne Burwood Campus
- F** Geelong Waterfront Campus
- G** Geelong Waurin Ponds Campus
- W** Warrnambool Campus
- X** Off campus

Master of Business Administration (International)/ Master of Information Systems

2 B X Course code: D711. CRICOS code: 057658J

Admission requirements: A bachelors degree or equivalent with a minimum grade point average of 65 per cent.

The combined Master of Business Administration (International)/Master of Information Systems course aims to equip you with the capabilities to deal with all aspects of an organisation's business management, particularly in a global context, while extending their expertise in information systems and eCommerce, particularly in a business context. The course is ideal if you wish to work in national and multinational corporations, and governments and/or agencies that operate internationally, and provides a foundation in all areas of international business operations including banking, finance, marketing, economics, and strategy and human resources management.

Course structure

You must complete 16 credit points of study, comprising 10 credit points of core units, 1 credit point from a specified list of three units, and 5 credit points of Information Systems units which may be grouped to form an Information Systems specialisation.

Core units

MPA702 Financial Interpretation
 MPE707 International Banking and Finance
 MPE781 Economics for Managers
 MPR732/MPK732 Marketing Management*
 MPM701 Business Process Management
 MPM703 Business Strategy and Analysis
 MPT735/MPM735 International Business Management#
 MSC705 Information Systems Analysis and Design
 MSC769 Information Systems Infrastructure
 MSC770 Information Systems and Global Issues

Elective units

Plus 1 credit point from:

MPE711 Global Trade and Markets
 MPK701 Research Design and Analysis
 MPM722/MPT722/MPR722 Human Resource Management**
 plus 5 credit points of Information Systems units not previously studied which may be grouped to form an Information Systems specialisation.

* MPR code denotes residential version of unit. The cost is in addition to the tuition fees.
 # MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

Please refer to the 2012 Business and Law Postgraduate Study Area Booklet for Master of Information Systems specialisations units.

Master of Business Administration (International)/ Master of International Finance

2 B X Course code: D712. CRICOS code: 062175G

Admission requirements: A bachelors degree or equivalent with a minimum grade point average of 65 per cent.

This combined course develops a set of knowledge and skills which meets the demand in the workplace for competent managers in large organisations who have an excellent knowledge of finance. The course also enables you to undertake postgraduate coursework study across a greater range of units and disciplines than is possible in a single course, thereby enhancing knowledge and understanding of international business.

Course structure

You must complete 16 credit points, comprising 12 credit points of core units, 3 credit points of elective units chosen from a specified list, plus one unit chosen from units not previously studied from either degree.

Core units

MAF702 Financial Markets
 MAF707 Investments and Portfolio Management
 MAF759 Quantitative Methods for Finance
 MAF760 International Finance
 MPA702 Financial Interpretation
 MPE707 International Banking and Finance
 MPE781 Economics for Managers
 MPM701 Business Process Management
 MPM703 Business Strategy and Analysis
 MPR732/MPK732 Marketing Management*
 MPT735/MPM735 International Business Management#
 MPT753/MPF753 Finance#

Select 3 credit points of units from:

MAF703 Applied Corporate Finance
 MAF704 Treasury and Risk Management
 MAF711 Modelling Techniques for Finance
 MAF713 Futures, Options and Other Derivatives
 MPE711 Global Trade and Markets
 MPK701 Research Design and Analysis
 MPR722/MPM722/MPT722 Human Resource Management**
 plus 1 credit point not previously studied from either the Master of Business Administration (International) or the Master of International Finance.

* MPR code denotes residential version of unit. The cost is in addition to the tuition fees.
 # MPT code denotes study tour version of unit. The cost is in addition to the tuition fees.

MBA combined courses

Master of Politics and Policy/ Master of Business Administration

 Course code: D720

Admission requirements: A bachelors degree from an approved tertiary institution or equivalent, and a minimum of two year's relevant managerial experience (as defined by the joint Faculty selection team).

With more fluid labour markets and career patterns, and governance models increasingly characterised by public-private partnerships and other cross-sectoral arrangements, the combined Master of Politics and Policy/ Master of Business Administration provides a unique opportunity for you to acquire a broad range of knowledge and skills applicable in many sectors of the economy.

The Master of Politics and Policy/Master of Business Administration is a 16 credit point combined course which brings together two existing courses: the Master of Politics and Policy, which is a program tailored for employees in the public and community sectors; and the Master of Business Administration, which is designed for managers in the private, public and community sectors who wish to extend their knowledge and advance their career.

The course will provide you with a strong grounding in the development, implementation and analysis of public policy. Interrelationships between government, the private sector and community organisations, as well as between different levels of government (municipal, state, national and international) will also be studied. More broadly the course addresses the problems of governance within democratic political systems, at the same time aiming to impart knowledge and business skills in areas such as strategic management, finance, economics and marketing.

Course structure

To qualify for the award of Master of Politics and Policy/Master of Business Administration you must complete a 16-credit-point course of study comprising 8 credit points of units undertaken in the Faculty of Arts and Education and 8 credit points of units undertaken in the Faculty of Business and Law. The dissertation component (AIX702 and AIX703) provides a pathway for students to apply for admission to PhD.

Core units

Trimester 1

AIP740 Public Policy Analysis
AIP746 Democratic Governance
AIP747 Policy and Program Evaluation

Trimester 2

AIP748 Intergovernmental Relations
AIP773 Governance and Accountability
AIP777 Accountability and Corporate Social Responsibility

Elective units

Select 2 credit points from the following list of elective units:

Management

MPE781 Economics for Managers
MPM703 Business Strategy and Analysis

Community development

ASD704 Community Development Theory and Practice A
ASD705 Community Development Theory and Practice B
ASD711 Needs Assessment and Strategic Planning
ASD712 Monitoring and Evaluation

Education

ECM704 Introduction to Educational Leadership and Administration
EXE737 Leading and Managing Learning Organisations
EXE738 Policy Studies in Global and Local Contexts

Environment

MPM704 Managing for Environmental Sustainability
SLE721 Policy and Planning for Sustainable Development
SLE723 Physical Hazards

Health

HSH701 Principles and Practice of Public Health
HSH702 Contemporary Health Issues and Policies
HSN706 Food Policy and Public Health

International relations

AIR719 The United Nations and International Law
AIR726 Human Rights in the International System

Research units

For students wishing to undertake a PhD pathway in Politics and Policy Studies, the following units are offered:

AIX702 Dissertation A (2 credit points)[^]
AIX703 Dissertation B (2 credit points)[^]

[^] You are required to seek approval from the course director if you wish to undertake these units. Upon approval to enrol, you will be granted exemption from two core units in order to accommodate the dissertation within the 8 credit points.

You must also complete the following core units offered by the Faculty of Business and Law:

MPA751/MPR751 Financial Reporting and Analysis
MPE781 Economics for Managers
MPF753/MPT753 Finance[#]
MPK732/MPR732 Marketing Management*
MPM706/MPR706 Strategic Management*
MPM721 Organisational Behaviour*
MPM701 Business Process Management

Plus one unit from:

MPM735 International Business Management
MPM712 Managing Innovation
MPM722/MPT722/MPR722 Human Resource Management^{#*}

[#] MPT code denotes study tour version of the unit. The cost is in addition to the tuition fees.

^{*} MPR code denotes residential version of the unit. The cost is in addition to the tuition fees.

KEY**3** Course duration in years**PT** Part time**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Waurin Ponds Campus**W** Warrnambool Campus**X** Off campus

Master of Information Technology/ Master of Business Administration (International)

2 B X Course code: D754. CRICOS code: 060185M

Admission requirements: Applicants must have normally completed an undergraduate degree equivalent to three years of tertiary study in an information technology or related discipline (a grade point average of 65 per cent or more in the undergraduate degree will normally be required).

The Master of Information Technology/Master of Business Administration (International) combines two of Deakin University's premier postgraduate coursework degrees to meet the emergent need for highly proficient managers in an information technology-driven business world.

This combined degree requires you to complete 16 credit points of study over two years of full-time study, or part-time equivalent.

Course structure

You must complete 16 credit points of study comprising 8 credit points of Information Technology units and 8 credit points of Business Administration (International) units.

Information technology component

You must complete 8 credit points as prescribed below:

SIT764 Project Management

SIT782 Practical Project

plus 6 credit points of elective units from the Master of Information Technology.

You may opt to complete a specialisation from the Master of Information Technology in one of the following areas:

- » Network computing
- » Software development
- » IT security
- » IT services.

Please refer to the *2012 Information Technology Postgraduate Study Area Booklet* for Master of Information Technology specialisations and units.

Students who do not have an undergraduate degree in information technology or related fields are required to complete the following four Master of Information Technology foundation units in place of elective units:

SIT771 Object-Oriented Development

SIT772 Database and Information Retrieval

SIT773 Software Design and Engineering

SIT774 Web and Internet Programming

Business Administration (International) component

You must complete 8 credit points of Business Administration study comprising 7 core units and 1 unit selected from a group of three:

MPA702 Financial Interpretation

MPE707 International Banking and Finance

MPE781 Economics for Managers

MPK732/MPR732 Marketing Management*

MPM701 Business Process Management

MPM703 Business Strategy and Analysis

MPM735/MPT735 International Business Management#

Plus 1 credit point from:

MPE711 Global Trade and Markets

MPK701 Research Design and Analysis

MPM722/MPR722/MPT722 Human Resource Management**

* MPR code denotes residential version of unit. The cost is in addition to the tuition fees.

MPT code denotes study tour version of unit. The cost is in addition to the tuition fees.



Choose how you study

Deakin offers you the flexibility and choice to make your learning experience fit with your lifestyle, work and personal commitments. With four campuses and off-campus study options, you choose where and when you study. You can choose from a variety of teaching delivery methods including traditional on-campus lectures, podcasts, iLectures, online tutorials and residential units. Flexible course entry and exit points, and full-time and part-time study all allow you to choose the pace of your study.

Off-campus study*

Deakin supports more than 9500 off-campus students. Studying off campus is a popular choice for postgraduate students as it allows flexibility in terms of when and where you study. Off-campus units, or units offered by distance education, are similar to on-campus units. The only difference is that rather than attend classes in person, you study away from campus using a variety of other methods. These include online technologies, study guides, reading lists and audiovisual materials, as well as Deakin's Software Essentials package, which provides you with access to software you may need for your study.

Deakin offers a variety of courses in off-campus study mode, all of which are accredited by the Accrediting Commission of the Distance Education and Training Council (DETC). To find out if the course you are interested in is available off campus, please refer to page 11.

Deakin provides an online orientation with everything you will need to get started as an off-campus student, including information about exams and assessment, Deakin Card, Deakin Studies Online (DSO), course materials and textbooks, library, study skills, student services, disability services and the Deakin University Student Association (DUSA). In addition, a face-to-face study skills program for off-campus students is conducted in February at Deakin campuses. Details are available from January each year at www.deakin.edu.au/current-students/transition.

Off-campus students are supported through our award-winning library services, interactive study methods such as iLectures and podcasts, online conferencing for peer support and communication between staff and students, and weekend classes for some subjects. Specialist off-campus career advisers and language and learning advisers can help you with course direction and the development of successful study skills and techniques.

You will also have a direct link to all your enrolment and fee records through StudentConnect, www.deakin.edu.au/studentconnect. StudentConnect allows you to access course completion details, eCAF (electronic Commonwealth Assistance Form) and eCAN (electronic Commonwealth Assistance Notice), exam timetables, fees information and results, make payments, find and print assignment coversheets, access Credit for Prior Learning information, re-enrol, receive confirmation of enrolment, track your assignments, update your address details and vary your enrolment.

For more information about off-campus study, please visit www.deakin.edu.au/future-students/mature-age/study-online.

On-campus study*

On-campus students usually receive a combination of lectures and tutorials. Lectures vary in size from 20 to 280 students, while tutorial classes are generally smaller, more informal and allow for open discussion of issues raised in lectures. Assessment may take a variety of forms, including written work and tests undertaken in class, participation in class and final examinations each trimester. Fieldwork or practical experience can also form a large part of the content and assessment of some units.

Combine on and off-campus study*

Another aspect of the flexibility available to Deakin students is the option to combine on and off-campus study during your course (provided the units offered in your chosen course are available in both study modes). If you are undertaking your course on campus, you may find that some of the units in your course are also available in off-campus study mode, enabling you to combine on and off-campus study during your degree.

Full-time or part-time mode

You can study full time or part time depending on the number of credit points you take in each trimester, and you can also switch between full-time and part-time study and vice versa throughout your degree. Every unit you enrol in has a credit point value and most postgraduate units are equivalent to 1 credit point. If you are enrolled in 3 or more credit points in a trimester, you are deemed to be a full-time student for that trimester. A small number of courses are only available full time, and some are only available part time.

* Not all courses or units are available through on-campus study and off-campus study.



Online learning

We understand that self-paced online learning plays a major role in your ongoing career development and we are proud to deliver our innovative, flexible online study options for postgraduate students. Access to online education adds another dimension to your degree and prepares you for success in your career. Online learning aims to complement, not replace, traditional teaching. Delivering units online creates an opportunity for you to learn in a variety of ways and gives you more control over your learning. You can access your online units 24/7, giving you the flexibility to study when and where it suits you, and enabling you to communicate with staff and other students in real time, no matter where they live across the globe. Online learning provides you with valuable experience in a world that is increasingly dependent on information technology.

Online learning includes:

- » Blackboard – the core learning management system used to deliver web-based course material and assessment tasks; it also facilitates communication and collaboration between students and staff
- » eLive – a communication tool that allows participants to talk online in real time and share video presentations
- » iLecture – an automated media capture system that can provide online access to video, audio and lecture recordings via streamed Quicktime files, podcasts and MP3 downloads.

Contact hours

The contact hours for a coursework degree can vary depending on the type of course and your mode of study. For example, off-campus students are advised to spend approximately ten hours of study per week per unit. If you are enrolled as an on-campus student, most units require three contact hours per week, plus up to seven hours per week of individual study time. For more information, please visit www.deakin.edu.au/courses.

Trimesters

Deakin operates a trimester system, meaning there are three 12-week study periods during the teaching year. Deakin's trimesters run from March to June, July to October and November to February. Our trimester system gives you greater flexibility and may create options for you to commence your degree sooner or at a more convenient time of year. It may enable you to speed up or slow down your study, or even fast-track the completion of your degree by taking extra units throughout the calendar year. You may even like to take a trimester off to fit your study around work, travel or family commitments. Undertaking study in Trimester 3 is not compulsory. For more information, please visit www.deakin.edu.au/trimesters.



Our Alumni Community

Once you complete your Deakin degree, you will be invited to become a member of our Deakin University Alumni Community to continue your relationship with the University and the networks you have developed while studying.

The Deakin University Alumni Community will enable you to keep or renew contact with your student and professional networks around the world and will help develop your career after you leave the University. Members have access to many exclusive benefits including discounts, professional networking opportunities and career development services.

We have a specific Alumni Chapter for Deakin MBA graduates which has been in operation since our MBA was first offered in 1980. The MBA Alumni Chapter supports former students and staff from all our MBA courses and related graduate certificates and diplomas. The Chapter provides you with a lifelong relationship with the Deakin Graduate School of Business and is a vital value-added aspect of your MBA. MBA Alumni include business executives, consultants, entrepreneurs, healthcare professionals, government executives, corporate officers, investment bankers, and even filmmakers!

Alumni membership is free and joining is easy.

Log on to www.deakin.edu.au/alumni/register to register for membership. Once you are registered you can then take advantage of the many benefits available.

Admission and fees

Admission

Admission to MBA or Graduate Diploma: an undergraduate degree and a minimum of two years relevant work experience¹.

Admission to MBA (International): an undergraduate degree in any discipline with a grade point average (GPA) of 65 per cent or more; evidence of having completed an undergraduate degree in English, or documentary evidence of English competence (equivalent to an IELTS score of 6.5).

Admission to the Graduate Certificate: an undergraduate degree and a minimum of two years relevant work experience¹ or, for those without a degree, a minimum of seven years relevant work experience¹.

¹ Relevant work experience is defined as business experience which includes managerial activities.

English language proficiency

When English is not your first language, a competency in English must be demonstrated. The current IELTS entry score requirement is an average of 6.5 provided that no band score is less than 6.

Credit for prior learning

Credit for Prior Learning is credit granted towards your Deakin course for relevant approved study, experience or work satisfactorily completed at the University or elsewhere. There are two aspects to Credit for Prior Learning:

- » credit may be transferred to your Deakin program from completed or partly completed studies you have undertaken at other accredited institutions; and
- » credit may be granted on the basis of knowledge and skills acquired through uncredentialed learning.

There are negotiated Credit for Prior Learning arrangements in place for members who have completed recognised study programs offered by a range of professional associations.

To find out more about possible Credit for Prior Learning, please visit www.deakin.edu.au/courses/credit/search.

Pathways to postgraduate study

At Deakin there are many pathways to postgraduate studies and in some instances you can use your relevant business work experience as basis for admission into our MBA program at a certificate level. Once you have completed a Graduate Certificate, you can then articulate into a Graduate Diploma or Masters Degree course.

Internet access

You must have access to the internet to undertake the MBA. This is necessary for communicating with staff and other students, and for accessing course materials.

Induction

An induction evening is held each trimester in Melbourne to introduce you to the Deakin MBA through presentations, demonstrations in the use of University online facilities, and the opportunity to meet with staff and other students. This is a valuable way of starting the course and gaining value from it. However, it is not compulsory for students to attend.

Fees

The Deakin MBA is a fee paying course. Refer to website www.deakin.edu.au/fees for current fees.

Australian students may be eligible to apply for a tax deduction to cover self-education expenses if they are undertaking courses which are work related.

International student fees

For information about fees for international students, please contact Deakin International, via email deakin-international@deakin.edu.au.

Accreditation

Deakin's off-campus courses are accredited by the US based Distance Education and Training Council (DETC) www.detc.org.

How to apply

To apply for any of the courses in this brochure, you will need to complete an online application at www.deakin.edu.au/apply. Once you have applied, you can track the progress of your application and accept your offer online.

Applications for enrolment in Trimester 1, 2012 are open from 22 August 2011. Applications for Trimester 2, 2012 will open from April 2012.

Course fees and tax benefits

When you enrol in a postgraduate course you may be entitled to an income tax deduction for your course fees and study-related expenses. You may be able to claim for your course fees, textbooks, stationery, student association fees, depreciation on equipment (for example your computer), or some of your travel expenses between home and the University or between work and the University. There is a threshold below which your expenses may not be claimable.

For the Australian Taxation Office (ATO) to allow self-education expenses to be tax deductible a direct connection must exist between your course and your existing work. If you are studying the course in order to maintain or improve a skill or specific knowledge that is required in your existing work, your course expenses might be tax deductible.

To clearly demonstrate to the ATO that a direct connection exists, you might have to provide a supporting statement from your employer.

Please note that this information is provided as a guide only. For more information about study and tax arrangements, please speak with your accountant or tax adviser or visit the ATO web site at www.ato.gov.au.

Cost-sharing with employers

Some employers provide financial and other support, such as study leave, for staff members who are completing study that is directly related to their employment and the employer's main business. At Deakin, many people are studying a postgraduate course with their employer's help.

Study support policies benefit both the employer and the employee. For employers, when they support relevant study programs, they can help attract and retain well-qualified and experienced staff members. Before you approach your employer for study assistance, you should check to see whether a support policy is in place.

Try to give your employer every reason to agree to your application. It can help if you provide your employer with a written submission outlining the benefits and the direct and indirect costs involved. The submission could include information about:

- » the course you wish to study
- » any tax deductible aspects of the program
- » a summary of the short and long-term benefits that would flow to you and your employer
- » an estimate of the total course costs of fees, textbooks and other materials
- » an estimate of the time you would be required to be away from work in order to attend classes and exams, prepare reports and so on
- » what assistance you are requesting for aspects such as sharing of costs and granting of time off work.

Many employers are willing to share the course costs. They might either reimburse you after you have successfully completed the course or pay a percentage of the individual unit fees at the end of each trimester. If your employer is reluctant to support your study application, consider suggesting you form an agreement to cover contingencies. For example, propose that if you withdraw from or fail a subject or leave your job within a year of finishing the course, you will offer to pay back some of the fees your employer has paid.

Your employer might be concerned about how your studies will affect your availability and productivity at work. In the case of off-campus study it is easier to complete your studies outside working hours.

In many on-campus programs, classes are held outside regular working hours.

FEE-HELP loan program

You may not have to pay your fees upfront.

FEE-HELP is a loan program that assists fee-paying students to defer the payment of their tuition fees. FEE-HELP can cover all or part of your tuition fees. The Australian Government pays the amount of the loan direct to your higher education provider.

FEE-HELP is administered under the Higher Education Support Act 2003 (HESA) by the Department of Education, Employment and Workplace Relations (DEEWR), the Australian Taxation Office, higher education providers and Open Universities Australia.

Am I eligible for FEE-HELP?

You are eligible for FEE-HELP assistance if you:

- » are enrolled in a fee-paying postgraduate coursework program (not research)
- » are not a Commonwealth supported student
- » are an Australian citizen or a holder of an Australian permanent humanitarian visa (who meets eligibility requirements)
- » meet the Tax File Number (TFN) requirements
- » have not exceeded the maximum indexed FEE-HELP limit.

If you obtained a loan under HECS, PELS, BOTPLS or OLDPS prior to 2005, the amount you borrowed does not affect your eligibility for FEE-HELP. Only the amount borrowed to pay tuition fees using FEE-HELP after 1 January 2005 is counted towards the FEE-HELP limit.

Holders of other permanent visas are not eligible for FEE-HELP unless they are undertaking a bridging course for overseas trained professionals.

When do I start repaying my FEE-HELP loan?

FEE-HELP debts are added to any existing HECS or HECS-HELP debts to form a single HELP debt.

Students repay their loans through the Australian taxation system once their income is above the minimum threshold for compulsory repayment.

For more information you can download the Australian Government's 2011 FEE-HELP information brochure. Alternatively you can visit the Government's *Going to Uni* web site at www.goingtouni.gov.au or phone the new student funding measures enquiry line on 1800 020 108.

Unit descriptions

AID714 Gender and Development X

Trimester 2, 1 credit point

Topics to be addressed in this unit include gender issues related to; politics and political systems; society and culture; human rights; economic growth and development; work and production; land and land tenure; technology; financial credit provision; education, health and reproduction; planning in principle and practice; and aid.

AID733 The Economic Development Record X

Trimester 1, 1 credit point

The unit examines the progress of thinking about the meaning of development and development strategies as these have been revealed in the international development experience since 1950. The perspective taken is cross-disciplinary, but focuses on material measures of development and economic indicators. Current events are considered in the historical context of long term trends in international development.

AID734 Approaches to Political Development X

Trimester 1, 1 credit point

The unit examines the progress of thinking about the meaning of development and development strategies as these have been revealed in the international development experience since 1950. The perspective taken is cross-disciplinary, but focuses on the role of political thinking and decision as a key indicator of progress. Attention will be given to the idea of the nation and the state, the role of civil and political rights in political development, and notions of representation, participation and accountability, rule of law. Current events are considered in the historical context of long term trends in international development.

AIP740 Public Policy Analysis X

Trimester 1, 1 credit point

Government policy decisions affect every area of our lives. This unit concentrates on analysing public policy, policy implementation and outcomes of policy from different perspectives. Students are introduced to the tools of analysis in the policy process, concentrating on the institutions, actors and policy context. The unit grounds the theoretical discussions of public policy in a number of case studies relating to taxation, industry policy, industrial relations, social policy, gender and the environment.

AIP746 Democratic Governance X

Trimester 1, 1 credit point

This unit aims to introduce students to the problems of governance in modern politics. Governance will be considered in relation to the issues arising from the fields of (a) public policy and administration, (b) international and transnational politics and (c) comparative politics. Attention is directed to the debates over the criteria of good governance to be found in theories of democracy and neoliberalism. The unit examines different models of democracy advocated for local, national, regional, and transnational level of politics. It also outlines the challenges posed by neoliberal ideas of the state and economy. In this way the unit also offers an introduction to democratic politics.

AIP747 Policy and Program Evaluation X

Trimester 1, 1 credit point

This unit provides students with a basic understanding of the processes involved in policy and program evaluation. Through an examination of an evaluation report of a student's own choosing students will be introduced to the different processes involved in good evaluation; the political nature of evaluation research and its application to evaluation report writing; the impact of evaluation for policy outcomes; and how to write an evaluation report. Topics in the unit will cover the purposes of policy evaluation, formative and process evaluation, basic research design, qualitative methods, measurement tools and strategies, cost effectiveness and cost analysis, ethical issues and writing evaluation reports.

AIP748 Intergovernmental Relations X

Trimester 2, 1 credit point

Intergovernmental processes and relations between local, state and commonwealth governments are centrally important in Australian politics and public policy. Dramatic shifts are however occurring in the ways in which power and responsibility are shared between governments. Pressures for reform come from above and below, as governments struggle to deal with complex, often entrenched 'trans-boundary' policy issues and as the needs of local and regional communities are afforded increasing importance. This unit explores the networks of intergovernmental relations – administrative, political, fiscal and legal – permeating and influencing policy formulation, implementation and evaluation. We examine how traditional frameworks are changing in response to the quest for more adaptive, effective, legitimate and efficient forms of governance. While the main focus in this unit is on the Australian experience, we also reflect upon experiences in other countries.

AIP773 Governance and Accountability X

Trimester 3, 1 credit point

Accountability is central to ideas and practices of effective governance but, in the face of at times quite fundamental challenges and changes, traditional modes of governance and accountability are being re-evaluated, and in important ways re-invented. This unit explores these developments in a critical and analytic manner. It locates management within its context of political, legal, fiscal and ethical accountability to diverse stakeholders. A key aim is for students to develop a critical understanding of the complex and at times competing array of accountabilities at play today, at the same time exploring ways of responding effectively, imaginatively and ethically to these demands.

AIP777 Accountability and Corporate Social Responsibility X

Trimester 2, 1 credit point

Accountability and corporate social responsibility (CSR) has been gaining increasing prominence in recent years, particularly with the dramatic failures of some large companies worldwide. As a consequence CSR is no longer seen by many organisations to be discretionary or negotiable, but a necessary, and integral, part of the way that people do business in companies, governments and NGOs. The aims of this unit will be to open up new spaces for social thinking about how the vision, principles and values of CSR can be translated, and then embedded, into everyday policies and practices of a wide variety of organisations.

AIR719 The United Nations and International Law B X

Trimester 1, 1 credit point

This unit explores the potential of international law and the United Nations (UN) to address humanitarian problems in the twenty-first century. The unit begins by examining the idea of international law and the history of international organisations and the UN. Then attention is paid to the main explanations of why international law can be said to influence state action. We then turn to some cases of UN activity to examine whether and to what degree the UN is successful in addressing global humanitarian problems. We examine the way that the UN acts to address global problems such as international conflict, civil conflict and genocide, global poverty and environmental degradation. As such we examine UN sponsored proposals of human security, collective security, peacekeeping, peace building, human development and sustainable development. Finally, attention is paid to the idea and problems of UN reform.

KEY

B Melbourne Burwood Campus
F Geelong Waterfront Campus
G Geelong Warrn Ponds Campus
W Warrnambool Campus
X Off campus

O Online
R Residential
T Tour
CBD Community Based Delivery

AIR726 Human Rights in the International System **B X**

Trimester 1, 1 credit point

The unit investigates the emerging human rights agendas in world politics. It identifies the ethical foundations of human rights claims and their political interplay with the states system, non-state actors and international law. It examines key issues in respect to political and civil rights, economic and social rights, and the concept of 'global citizenship' in relation to various case studies.

AIR747 Contemporary International Politics **B X**

Trimester 1, 1 credit point

This unit investigates key developments in contemporary international politics. It introduces the main perspectives to understanding world politics and the main elements of world politics: the state, society of states, international law and globalisation. The second part of the unit examines the key issues in world politics such as security in a globalising world, the topics of human rights, humanitarian violence and environmental governance. It asks if the way we address these issues and the correlated development and growth of contemporary global governance reflect a greater concern for justice in global politics.

AIX702 Dissertation A **B X**

Trimester 1, 2 or 3, 2 credit points
 On campus option for IR students only.

Topics that can be addressed in this unit are restricted to areas in which staff in the relevant disciplines have expertise.

In preparing the dissertation the student will, with the assistance of the supervisor:

- » present a dissertation proposal; and
- » identify a relevant set of references and prepare bibliography drawn from a literature review.

AIX703 Dissertation B **B X**

Trimester 1, 2 or 3, 2 credit points
 On campus option for IR students only.

Topics that can be addressed in this unit are restricted to areas in which staff in the relevant disciplines have expertise.

In preparing the dissertation the student will, with the assistance of the supervisor:

- » present a dissertation proposal; and
- » identify a relevant set of references and prepare bibliography drawn from a literature review.

ALC706 Culture, Communication and Globalisation: Critical Practices in/and Local Cultures **B X**

Trimester 1, 1 credit point

This unit examines the specific roles that the cultural and communication industries have played and continue to play in globalisation. It introduces students to some major models of globalisation and then examines how changes in the national and international regulation of trade have enabled and enhanced the production and distribution of cultural and communicational goods and services on a global scale.

The unit complements its focus on producers and regulators with an examination of the ways in which 'global' products are consumed and used at 'local' levels, with emphasis on instances of 'counter-global cultures' and some of the techniques through which they have been created.

ASD704 Community Development Theory and Practice A **X**

Trimester 1, 1 credit point

This unit aims to enable students to develop an understanding and critical appreciation of the theory and practice of community development. Students will understand the key themes, concepts, principles and theoretical foundations of community development and be able to identify and analyse practice issues in community development.

ASD705 Community Development Theory and Practice B **X**

Trimester 2, 1 credit point

Topics to be addressed in this unit include:

- » the ways in which changing environments affect community development
- » how community organisations operate and develop
- » key skills and practice issues in community development
- » key activities in community development
- » role of participation and networking in community development
- » some of the key issues and dilemmas in community development practice.

ASD711 Needs Assessment and Strategic Planning **X**

Trimester 1, 1 credit point

This unit has been designed to extend understanding of the conceptual foundations and practical complexities of community profiling, Asset Based Community Development (ABCD) and strategic planning. It aims to provide students with an understanding of the key concepts, approaches, methods, complexities and issues in community profiling, ABCD and strategic planning within a community development framework.

Community development practitioners are required to assist communities to identify strengths, assets or needs and develop strategies for achieving desired objectives. Thus strategic planning and community profiling are central activities in community development programs. However, as will be discussed in this unit, there are a number of ways of approaching strategic planning and community profiling. Since the 1980s there have been changes in ways of responding to social issues and social problems in general. For example, there has been a shift away from the operational rationales underpinning the bureaucratic procedural methods of the traditional welfare state to a strong emphasis on flexible and diverse programs which are based on rigorous community profiling and strategic planning. This unit will examine the differing approaches to community profiling and strategic planning, theories of community needs, steps in undertaking a community profile or asset mapping exercise and a strategic plan using case-studies of good and bad practices.

ASD712 Monitoring and Evaluation **X**

Trimester 2, 1 credit point

This unit has been designed to equip students to analyse critically the approaches and processes of monitoring and evaluation in a community development context. Students will be able to understand the purposes, contexts and principles of monitoring and evaluation and to successfully complete monitoring and evaluation projects.

This unit examines ways of thinking about and doing monitoring and evaluation. It discusses the different approaches to monitoring and evaluation, the purposes of monitoring and evaluation and the contexts in which monitoring and evaluation take place. It considers answers to the questions: who, what, where, how and why? The analyses undertaken will draw out lines of tension and debate amongst monitoring and evaluation researchers. While students consider a range of ideas about monitoring and evaluation our orientation is based upon monitoring and evaluation in community development settings. Issues, approaches and processes will be illustrated in case studies.



Unit descriptions

ASD715 Cross Cultural Communication and Practice **X**

Trimester 3, 1 credit point

This unit focuses on the diversity of cultures, how difference between ethnic groups is constructed and how to respond appropriately to difference. It provides the student with an understanding of the principles of cross-cultural communication and practice and development of cultural competency as community development practitioners in different cultural settings. Students will be encouraged to apply and analyse their experiences as case-studies.

Topics to be addressed in this unit include:

- » the meanings of culture and how it affects community development practice
- » the meanings of cultural competence
- » cultural conflict
- » cross-cultural communication skills
- » cross-cultural teamwork in community development
- » building culturally competent community partnerships
- » cross-cultural negotiation and conflict resolution.

HS701 Principles and Practice of Public Health **B CBD X**

Trimester 1 (CBD only) or 2 (B and X only), 1 credit point

Through this unit, students are provided with an integrated overview of the ways in which different theories and disciplinary perspectives have informed public health principles and practices both in the past and present. The unit provides the foundations for a contextual understanding of the specific methods of public health research, policy development, and program planning and implementation. Principles and Practice of Public Health is a 'glue' unit for the study of public health, drawing linkages between areas that may at first sight appear quite disparate. This unit aims to provide students with an overview of public health as an organised global and local effort to promote and protect the health of the public. Links are drawn between the past and present to provide the foundations for a contextual understanding of the specific methods of public health practice and policy development. Students are encouraged to position themselves within public health debates.

This unit will cover: history of public health and lessons learned from history; concepts of equity/inequity, social epidemiology, population health, justice and universalism, public-private tensions, planning and intersectoralism, globalisation and health; and specific topics as health impact assessment, child public health and public health nutrition.

HS702 Contemporary Health Issues and Policies **B CBD X**

Trimester 1, 1 credit point

This unit explores health from a social view and in doing so examines the link between policy and health. The unit is designed to provide insight to contemporary notions of health and highlight how the health and wellbeing of individuals, communities and society can be impacted by social factors. Students explore policy development and procedures in an Australian context. Policy analysis skills are introduced to allow students to critically examine policies that promote health. Topics to be addressed in this unit include: contemporary health from a social determinants perspective; the policy process; theory and policy; healthy public policy; and policy analysis.

HS703 Health Promotion **B CBD X**

Trimester 1 (B, CBD, X) or 2 (CBD only), 1 credit point

This unit aims to provide an understanding of health promotion concepts and approaches as they relate to contemporary health issues in Australia and internationally. The unit is designed to assist students to: appreciate the key developments in Australia and internationally that have contributed to current understandings of health, its determinants and health promotion practice; examine the range of theoretical and practical health promotion intervention frameworks; become familiar with the information and skills required for the development of evidence-based health promotion programs; and describe and form opinions on dilemmas and difficulties in health promotion practice.

HS706 Social Epidemiology **B**

Trimester 2, 1 credit point

Social epidemiology applies the disciplinary approach of epidemiology to examining and understanding the contributions of social factors and processes to patterns of health and illness in populations. This unit will introduce students to the theory and methods of social epidemiology, as well as to some of the leading research and current debates in this developing field. The relationship between health status and factors such as social position, income and income distribution, and social capital will be considered, as will the relationship between social gradients and health inequalities.

HS739 International Perspectives on Health Policy and Planning **B**

Trimester 3*, 1 credit point

This unit focuses on differences between cultures, nation states, government environments, regions and sectors in their considerations of planning and policy development and implementation for health. We will take a broad, ecological and global perspective. This means we will explore the worldwide context for health and endeavour to extrapolate this context to local circumstances. Health perspectives and developments in different cultures and countries will be presented, and students will engage actively in sharing insights about local and international health systems. This will include a critical perspective on the political economies and social determinants of health. From establishing a common theoretical and conceptual foundation for our deliberations the unit will evolve into a project driven environment in which students will actively contribute to furthering global public health. The unit endeavours to familiarise students with the applicability of political theory to international, transnational and global health issues.

* This unit is offered in Trimester 3 every alternate year. Next offered in Trimester 3 2013–2014.

MAA703 Accounting for Management **B X**

Trimester 1 or 2, 1 credit point

In this unit, students learn about how management accounting satisfies management's need for information for planning and control purposes. It covers cost concepts, cost-volume-profit relationships, product costing systems, activity-based costing, budgeting and standard costs. Topics also include financial performance analysis, decentralised operations, relevant costs for decision-making, and contemporary approaches to measuring performance.

MAA705 Corporate Auditing **B X**

Trimester 1 or 2, 1 credit point

The unit examines auditing and assurance services with a focus on the financial report audit. The regulatory and legal environment is discussed. Students learn about the planning, execution and reporting phases of the audit. A practical group assignment requires students to assess the inherent risk of misstatement in an Australian listed company's financial reports.

KEY**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Warrn Ponds Campus**W** Warrnambool Campus**X** Off campus**O** Online**R** Residential**T** Tour**CBD** Community Based Delivery**MAA716 Financial Accounting** **B X***Trimester 2 or 3, 1 credit point*

This unit builds on introductory accounting that was developed in MPA701 Accounting. The focus of this unit is on gaining an understanding of the regulatory and conceptual frameworks which underpin accounting for corporate entities. Understanding these frameworks and accounting standards ensures that the logic behind existing accounting rules and possible alternative approaches can be understood leading to a deeper understanding of what accounting is trying to achieve.

MAA725 Advanced Accounting Principles and Practice **B X***Trimester 2 or 3, 1 credit point*

This unit builds on basic bookkeeping and the basic accounting for companies that were developed in MPA701 Accounting and MAA716 Financial Accounting and Reporting. The unit deals with some of the more complex areas of financial accounting, including accounting for income tax, impairments of assets, various assets and expenses, and foreign currency issues. In addition to the more technical areas of accounting, the fundamentals of accounting theory and of accounting for corporate social responsibility are introduced.

The unit has been designed to the specifications of CPA Australia. It is designed to provide students with basic knowledge of advanced accounting principles, concepts and practice so that they can enter CPA Australia's CPA Program.

MAE704 International Trade and Policy **X***Trimester 1, 1 credit point*

This unit focuses on absolute and comparative advantage as the basis for trade and the gains from trade; factor endowments and the Heckscher-Ohlin Theory; other reasons for trade; protection tariff and non-tariff trade barriers, economic integration between nations and development.

MAF702 Financial Markets **B X***Trimester 1 (B) or 2 (B, X), 1 credit point*

Topics addressed in this unit include: the operation and structure of a modern financial system (institutions, instruments and markets); direct and intermediated finance; interest rate determination and yield curve analysis; mathematical concepts; financial institutions; prudential supervision; equity markets and instruments; sources and types of short-term, medium-term and longer-term debt finance; financial instrument pricing; the foreign exchange markets; offshore funding in the international markets; and introduction to derivative instruments.

MAF703 Applied Corporate Finance **B X***Trimester 2, 1 credit point*

This unit focuses on business investment decision making evaluation methods; economic rationale for positive net present value projects; business valuation; corporate debt financing options; corporate growth and development; dividend policies of firms; financial distress and business failure; lease financing; mergers and acquisitions; and international finance.

MAF704 Treasury and Risk Management **B X***Trimester 1, 1 credit point*

In this unit, students are provided with an overview of the treasury management function and its organisational structure. Students also learn about risk, risk management models and foreign exchange-spot and forward markets-exchange rate determination; measuring foreign exchange risk; foreign exchange risk management – vanilla options, exotic options, futures; weather risk management; operational risk; review of interest rates and pricing of securities; measuring interest rate risk, duration and convexity models; interest risk rate management. The unit will also examine options, futures, swaps, forward rate agreements, credit derivatives and treasury performance.

MAF707 Investments and Portfolio Management **B X***Trimester 1 or 2, 1 credit point*

This unit aims to develop an overall understanding of investment management in relation to different asset classes and provide the ability to construct, manage and evaluate portfolio outcome through a framework that optimises the outcome using the key principles of modern portfolio theory. In the process students will develop the ability to apply, analyse and relate the key principles of modern portfolio theory and asset pricing models using different portfolios of financial assets.

MAF708 Retirement Income Streams **B X***Trimester 1, 1 credit point*

This unit is an introduction to superannuation and retirement planning with a focus on the major trends and features of the industry and the framework in which the industry operates.

The unit considers issues relating to superannuation contributions, different types of superannuation funds, the rules relating to the taxation and accessing of benefits, a consideration of alternative retirement income stream products, and strategies designed to enhance superannuation and retirement income benefits.

MAF709 Financial Planning Development **B X***Trimester 2, 1 credit point*

This unit introduces students to the financial planning process and the development of a financial plan. The unit considers issues relating to risk management, estate planning, and salary packaging. In addition it revisits investment and retirement planning covered in earlier units and incorporates all of these areas into a comprehensive financial plan.

MAF711 Modelling Techniques for Finance **B***Trimester 1, 1 credit point*

This unit will explore the techniques used by analysts in the business environment to facilitate the decision-making processes within a state of uncertainty, especially in the area of returns, investment construction and derivatives.

MAF713 Futures, Options and Other Derivative **B***Trimester 2, 1 credit point*

The aim of this unit is to introduce students to and provide an understanding of the theory and practice of pricing derivatives instruments and hedging, using these instruments in different markets. The unit focuses on the theoretical frameworks associated with the different pricing models for option, future and swap contracts on stocks, currencies and interest rate. It will also introduce students to various current research related issues in derivatives markets, as well as some case studies on corporate disasters associated with derivative usage.

MAF754 Enterprise Risk Management **B X***Trimester 1, 1 credit point*

This unit offers an integrated and comprehensive analysis of how enterprise risk management is a business process within an organisation. Particular focus is given to the key role of corporate governance and a strategic risk management framework is explored. Topics include the evolution of enterprise risk management, linking business strategies to risk management, risk culture, identifying, measuring and monitoring risks and optimising risk management. Case studies will be used to complement other learning strategies.

Unit descriptions

MAF759 Quantitative Methods for Finance **B X**

Trimester 1, 1 credit point

This unit will enable students to understand the basic and more advanced mathematics and statistics involved in the finance world. It introduces financial mathematical concepts which underpin the financial decision making process. In addition the unit covers financial markets, portfolio management and econometric methods.

MAF760 International Finance **B X**

Trimester 2, 1 credit point

The unit will enable students to understand the modern financial techniques underpinning investment, financing and risk management decisions of multinational corporations. In addition the unit covers international financial markets, international corporate governance, alternative investments, derivative securities and international portfolio management.

MAF765 Introduction to Financial Planning **B X**

Trimester 1 or 2, 1 credit point

This unit is designed to introduce financial planning and wealth creation. The unit introduces the financial planning process and its implementation. The student is also introduced to social security and estate planning to provide an understanding of its necessity in the financial planning process. The unit develops an understanding of the economic, political and social environment and legal environment for financial planning.

MLC703 Principles of Income Tax Law **B X**

Trimester 2, 1 credit point

The unit aims to familiarise students with the principles underlying the Income Tax Assessment Act (ITAA 1936 and 1997) so that they have the necessary skills to successfully approach and research complex problems involving income tax issues. Topics include: the position and importance of income tax in the range of Commonwealth and state taxes; concepts of income and capital; deductions and exemptions; tax offsets; taxation of capital gains, fringe benefits and trading stock; taxation of companies; dividend imputation; taxation of individuals, partners, trustees and beneficiaries.

MLC707 Commercial and Corporations Law **X**

Trimester 2 or 3, 1 credit point

This unit has been designed to the specifications of CPA Australia. It is designed to provide students with basic knowledge of Commercial and Corporations Law so that they can enter CPA Australia's CPA Program.

MLC771 Law for Managers **X**

Trimester 1, 1 credit point

The unit is designed to develop an understanding of the legal principles underlying business activity and its social control through law; to create an awareness of the legal implications of business transactions; to develop a capacity to identify legal problems encountered; and to obtain and evaluate professional advice. The emphasis is on the measures available to ensure contractual obligations are met and to minimise the risk of losses caused by avoidance of legal liability. Topics include: the Australian legal system; the laws of contract; agency; partnership; business torts; corporation law and industrial law.

MLM703 Chinese Commercial Law **B X**

Trimester 2 (B, X and as part of a study tour to China, during mid-year break) or 3 (B, X), 1 credit point

This unit aims to enable postgraduate students to develop an understanding of the Chinese legal system and its relationship to Chinese history and culture, as well as to develop an awareness of Chinese commercial law in the context of conducting business with China, in particular, trading with and investing in China. The unit covers China's legal history and current legal system; signing foreign related contracts in China; law of joint ventures and 100 per cent foreign-owned enterprises; foreign trade law; protection of foreign intellectual property; labour and employment issues in foreign investment enterprises and dispute resolution.

MLM706 Corporate Governance **X**

Trimester 2, 1 credit point

This unit consists of four distinctive parts. In Part One students are introduced to basic concepts, board structures and types of company officers. In Part Two the focus is on corporate governance in Australia. Part Three deals with corporate governance in international and global context with the emphasis on the US, the UK, Canada, Germany, Japan and China, as well as the OECD principles of corporate governance. Part Four deals with business ethics and future directions regarding corporate governance.

MLM721 International Competition Law and Policy **B X**

Trimester 2, 1 credit point

This unit introduces students to the law relating to the preservation of competition in the economies and internationally by examining the restrictive trade practices provisions of the Trade Practices Act 1974 (Commonwealth) and comparable legislation in the USA, Europe and certain other jurisdictions. The theoretical underpinnings of those provisions and international developments are also examined. Topics include: evolution and goals of competition law; trade practices economics; restraint of trade; boycotts; anti-competitive agreements; price fixing; misuse of market power; exclusive dealing; resale price maintenance; mergers; authorisation, remedies and procedure; access; extra-territorial application; blocking and clawback legislation; international agreements on application and enforcement.

MLM731 Corporations Law **B X**

Trimester 2, 1 credit point

This unit will provide students with a basic knowledge of the regulation of companies by law under the Australian national corporations' legislation and related case law. Topics include: an introduction and historical background; characteristics of a corporation; types of corporation; the corporate constitution; corporate capacity and authority of those acting on a company's behalf; promoters; regulation of fundraising directors; shareholders; minority rights; share and loan capital; receivership; voluntary administration and deeds of company arrangement; and liquidation.

MLM740 International Commercial Law **B X**

Trimester 1 (B, X) or 3 (X), 1 credit point

This unit provides an introduction to the law relating to international trade and commercial law. Topics include: an introduction to international commercial law; the international sale of goods; the international carriage of goods; international finance and letters of credit; international, regional and bilateral trade agreements; foreign investment law; international dispute resolution; international intellectual property law; and international competition law.



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This unit introduces students to the regulatory challenges presented by the internet to more traditional areas of law such as contract, intellectual property and criminal law. In analysing these challenges, it draws on developments in foreign jurisdictions, including the United States and Europe, and developments in international law. Topics include; history of the internet, what it is and its underlying technology; the various services available on the Internet; how the Internet differs from other forms of communication and publication; the competing interests implicated in issues of internet regulation; and how and why the Internet presents challenges to existing legal paradigms.

MLM782 Indian Law **T***Trimester 3 (as part of a study tour to India), 1 credit point*

This unit has two principal aims. First, to introduce the current Indian legal system and, second, to study in detail some aspects of Indian commercial law, particularly law in relation to commercial transactions in India. The unit introduces Indian legal history and India's law-making mechanisms and then examines in more detail some key topics in Indian commercial law. After having completed the unit, you should have an understanding of both the underlying principles of the legal system, and Indian commercial law. Furthermore, you will have some exposure to the particular rules or principles which affect commercial transactions with India. The unit is designed to maximise the benefits to be gained from the study tour in India, drawing on the expertise available at the Indian institutions.

MLM785 International Law **X***Trimester 1, 1 credit point*

The aim of this unit is to examine the nature, principles, structure and institutions of public international law so that students acquire an understanding of past and current issues concerning international affairs from an international law perspective. Topics include: the history, nature and sources of international law; subjects of international law; jurisdictions and immunity; creation and recognition of states and governments; the United Nations and International Court of Justice; human rights; refugees and the use of force.

MLM786 Electronic Crime **B X***Trimester 2, 1 credit point*

This unit addresses a range of issues relating to electronic crime, including: evolution of electronic crime; denial of service attacks; spreading of viruses; spamming; other forms of attack on computers; fraud; industrial espionage; money laundering; child exploitation; terrorism; harassment; and the computer as a storage device for a criminal offence.

MLM788 International Financial Crime **X**
(Intensive)*Trimester 1, 1 credit point*

This unit aims to provide students with an understanding of the nature and complexity of international financial crime with a specific emphasis on the legal principles applying to key forms of financial crime. The unit will investigate the response of the international community to these crimes and explore representative examples of regulatory and corporate responses against these offences.

MLM790 Marketing Law **B X***Trimester 2, 1 credit point*

Topics to be addressed include: the competition and consumer provisions of the *Trade Practices Act 1974* (Parts IV and V) with particular focus on their implications for advertising, sales, marketing and distribution; intellectual property issues relevant to sales and marketing including registrable forms of intellectual property and common law protection; and enforcement and compliance issues, remedies and defences.

MLM792 Anti-Money Laundering and Counter-Terrorism Financing **X***Trimester 2, 1 credit point*

This unit aims to provide students with an understanding of the key principles relating to international anti-money laundering (AML) and counter-terrorism financing (CTF) law. The unit investigates the concepts of money laundering and financing of terrorism with a particular emphasis on the development of the international legal framework to counter these activities. It analyses the international AML/CTF standards and considers aspects of their implementation in a number of developing and developed countries.

MMD916 Qualitative Research Methods **B***Trimester 1 or 2, 1 credit point*

This unit deals with qualitative research methods used in conducting a higher degree by research thesis in a business discipline. It aims to develop each student's ability to produce conceptually well-grounded, systematically conducted and well-analysed qualitative research. In practical terms, the student should be able to design a research proposal that includes or is solely based on the collection of qualitative research data.

MMH706 Advanced Human Resource Management **B X***Trimester 2, 1 credit point*

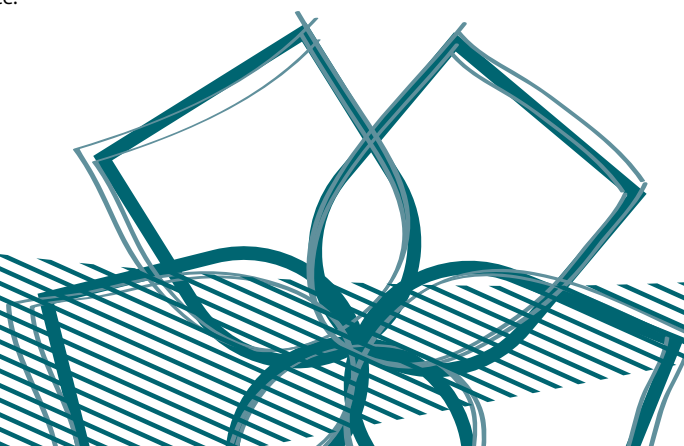
This unit constitutes a key unit in the HR specialisation in the Deakin Master of Business Administration as well as an elective unit in a number of other Deakin University postgraduate programs. The unit aims to provide managers with both the theoretical knowledge and practical guidance needed to enable them to develop and implement successful human resource management strategies. The recent HR theories and skills will be integrated with contemporary work issues demonstrating the links between theory and practice in today's workforce.

MMH707 Managing Transitions and Change **O***Trimester 1, 1 credit point*

This unit provides a thorough grounding in current theory and the various approaches to change management. Topics include: understanding change; strategy and change; change intervention tools; new forms of organising; change leadership; HRM, the human dimension in organisational change; power and resistance; measuring and sustaining change.

MMH709 Employment Relations for Organisational Effectiveness **B O***Trimester 1, 1 credit point*

This unit presents an overview of employee relations in the Australian context. It focuses on the way employment relationships are managed within a framework of change. The unit sets out unique nature of the employment relationship, adopting an historical and theoretical framework of analysis. Topics include: defining employment relations; employment relations in the Australian context; employee participation; industrial conflict and negotiation skills; unions and employer associations; the integration of industrial relations and human resource management; and management style, organisational size and employment relations.



Unit descriptions

MMK733 Strategic Marketing B D

Trimester 1, 1 credit point

The unit provides a thorough examination of the two major aspects of strategic marketing. The first is the analytical framework for strategic market planning: the nature of strategic market planning; analysing market opportunity and competitive capability. The second major aspect examines managerial aspects of planning: defining the business; industries and their evolution; global marketing policy and planning systems; and organisation, implementation and control. The overall objective of the unit is to demonstrate the role of strategic marketing in creating sustainable competitive advantage.

MMK737 Online Marketing B D

Trimester 1, 1 credit point

This unit examines and discusses the impact of the internet on marketing science and practice. Particular emphasis is given to the role of the World Wide Web in current and future integrated marketing communication, customer fulfilment strategy and customer relationship management.

MMK751 Services Marketing B D

Trimester 2, 1 credit point

Service industries currently account for approximately 70–80 per cent of Australia's GDP and employ approximately 90–95 per cent of the workforce. It is anticipated that 90 per cent of all new jobs created during this decade will be in the service sector. Service organisations differ in many important respects from manufacturing organisations, requiring a distinctive approach to planning and implementing marketing strategy. This subject builds on the knowledge gained in Marketing Management by providing a detailed analysis of how to tailor marketing goals and strategies to service organisations. This is a highly practical unit that allows students the opportunity to apply theory to real-life situations on an on-going basis.

MMK792 Arts Marketing B D

Trimester 1, 1 credit point

The change in the way arts marketing has been perceived over the years provides an opportunity for students to learn how arts marketing can assist an organisation to expand its audience and ensure the consumer finds the experience rewarding and enriching, while remaining true to the artistic mission. Arts Marketing includes a range of activities which centre on research, analysis, planning, promotions, publicity and public relations, product and price.

MMM790 Arts Management B D

Trimester 1, 1 credit point

This unit introduces foundational management theory and its application to the arts and entertainment field. Topics include: cultural policy and its context; arts management and leadership; arts organisations and boards; strategy and arts managers.

MMM792 Operations Management D

Trimester 1, 1 credit point

The unit covers both manufacturing and service functions and is based upon learning from case studies. Topics include: product and process design; method study; workplace design and layout; plant location; materials management; production planning and control; job design and workforce management; and quality. However, a holistic approach is taken, and the emphasis is on dealing with individual aspects of operations within an overall strategic framework for business effectiveness.

MMM793 Managing Cultural Projects and Events B D

Trimester 2, 1 credit point

This unit is a pathway to understanding the concept of project and event management, including the framework and life cycle of projects as defined events and the flexibility needed in managing projects and venues in an environment of change.

MMM796 Managing Arts in Community Settings B D

Trimester 2, 1 credit point

This unit explores the changing definitions of culture, its breadth and scope in quality of life, and the viability and vitality of the built and natural contexts. Topics include: definitions of culture; managing culture and community; cultural policy; quality of life; and diversity in the community, with a focus on the built environment.

MMM799 Arts Fundraising and Sponsorship* B D

Trimester 2, 1 credit point

This unit explores the benefits fundraising and sponsorship offer cultural organisations in an environment that has shifted from a product to a market focus and with a declining government funding base. The unit will give students the opportunity to understand and analyse a fundraising or sponsorship case study and the contextual pressures that affect its outcome. The topics to be addressed in this unit include the nature and role of fundraising; the principles and practices of government relations and corporate sponsorship; and philanthropy and donors.

* Unit not offered in 2012.

MPA701 Accounting B D

Trimester 1, 2 or 3, 1 credit point

This unit assumes no previous specific accounting knowledge and concentrates on financial accounting with the objective of students understanding the basic principles and procedures governing what and how information is processed. This includes an analysis of financial reporting outcomes to interpret what the outcomes reveal, together with any shortcomings of processes that may impact upon the quality of information presented. Students will make use of several software tools to facilitate learning, including a commercial accounting package, as part of the learning process.

MPA702 Financial Interpretation B X

Trimester 1 or 2, 1 credit point

This unit aims to develop an understanding of how financial reports and other relevant information is used to support decision-making in and about organisations. It is designed to cater for students who do not necessarily have extensive prior business experience and therefore emphasises the business context and relates ideas to basic business transactions and other business functions and financial events. It also emphasises the environment within which businesses operate and discusses the use of important economic information that is normally beyond financial statements.

KEY**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Warrn Ponds Campus**W** Warrnambool Campus**X** Off campus**O** Online**R** Residential**T** Tour**CBD** Community Based Delivery**MPA711 Corporate Governance and Ethics** **X***Trimester 2, 1 credit point*

This unit considers the environment for corporate accountability and the role of people within the context of professional and business ethics. This unit specifically gives an international perspective on the introduction of competing expectations about the purpose of organisations and hence raises questions concerning the appropriate responsibility of their managers. It develops the position that the responsibility of managers for effective action extends not only to the familiar economic and market considerations but also to the wider social/public arena. Students will learn to analyse, question critically and perhaps challenge the ethical and moral standards and priorities that they apply to business and professional behaviour.

MPA751 Financial Reporting and Analysis **B X***Trimester 1 or 2, 1 credit point*

Financial Reporting and Analysis aims to develop the student's ability to interpret and use corporate financial reports and other relevant information. The unit is concerned primarily with developing a strong understanding of accounting concepts and issues, which can be applied to a range of theoretical and practical problem-solving demands encountered by managers.

MPA911 Corporate Governance and Ethics **X***Trimester 2, 1 credit point*

This unit considers the environment for corporate accountability and the role of people within the context of professional and business ethics. The unit specifically gives an international perspective on the introduction of competing expectations about the purpose of organisations and raises questions concerning the appropriate responsibility of managers and directors. It develops the position that the responsibility of directors and senior managers for effective action extends not only to the familiar economic and market considerations but also to the wider social/public arena. Students will learn to analyse, critically question and perhaps challenge the ethical and moral standards and priorities applied to business and professional behaviour.

MPA951 Financial Reporting and Analysis**B X***Trimester 1 or 2, 1 credit point*

This unit aims to develop your ability to interpret and use corporate financial reports and other relevant information. The unit is concerned primarily with developing a strong understanding of accounting concepts and issues, which can be applied to a range of theoretical and practical problem-solving demands encountered by managers.

MPC701 Information Systems for Business **B X***Trimester 1, 1 credit point*

This unit provides students with a thorough grounding in information systems for business. We explore ways information systems support business functions at all levels in organisations, from operations-level through to strategic decision making. Topics include: computer systems and networks; data and information; introduction to database management systems; knowledge management; decision support systems; enterprise resource planning; customer relationship management; supply chain management; eCommerce; and an introduction to systems development, security, privacy and ethics.

MPC741 IT Strategy and Management **B X***Trimester 1, 1 credit point*

Virtually all business strategy now depends to some extent on effective information technology (IT). This unit gives students the confidence to manage and work effectively with information systems (IS), the related enabling technologies, and information technology (IT) professionals. The unit addresses IT strategy (including the links between IT strategy and organisational strategy); and considers advances in IT that enable increasing efficiencies, and new organisational initiatives. The unit also considers the structure, governance, and management of the IS function, and relationships with external suppliers and vendors. The goal is to equip students with the capacity to adequately plan for their organisation's use of IT to support, and sometimes shape, business strategy. This unit is primarily a strategy unit, not a technology unit.

MPC941 IT Strategy and Management **B X***Trimester 1, 1 credit point*

Virtually all business strategy now depends to some extent on effective IT. This unit aims to give students the confidence to manage and work effectively with information systems (IS), the related enabling technologies (IT), and IT professionals. The unit addresses IT strategy (including the links between IT strategy and organisational strategy); and considers advances in IT that enable increasing efficiencies, and new organisational initiatives. The unit also considers the structure, governance, and management of the IS function, and relationships with external suppliers and vendors. The goal is to equip students with the capacity to adequately plan for their organisation's use of IT to support, and sometimes shape, business strategy. This unit is primarily a strategy unit, not a technology unit.

MPD910 Foundations of Research **B***Trimester 2, 1 credit point*

This unit prepares students to conduct independent research for business higher degrees. The skills learned in the unit will also prepare students for professional practice and applied business research. The unit deals with the practical aspects of evaluating and organising existing knowledge in a selected business field, and communicating insights gained from this assessment in a clear 'literature review'. This is a capability crucial for successful research projects at doctoral level.

MPD911 Research Design **B X***Trimester 1 or 2, 1 credit point*

This unit deals with the theoretical and practical aspects of business research and a critical assessment of approaches to the development of knowledge in business fields. It assists students to develop their own research topics based on a thorough review of existing literature and enables students to make knowledgeable choices about the best ways of undertaking that research. After completing this unit students will be able to complete the main conceptual, planning and communication tasks associated with successful research projects at doctoral level.

Unit descriptions

MPD912 Quantitative Research Methods

B X

Trimester 2, 1 credit point

This unit deals with research methods used in quantitative business research projects and answers research questions that are quantitative in nature. It aims to develop students' ability to produce conceptually well-grounded, systematically conducted and well-analysed quantitative research. Students should be able to design a research method that is appropriate for answering a research question that is quantitative in nature, collect and analyse the data and interpret and write up the results.

MPD913 Corporate Strategy: Theory and Practice

B X

Trimester 1, 1 credit point

This unit challenges students to consider contemporary business issues as experienced by Chief Executive Officers of strategic business units. They will develop a critical perspective on these issues, drawing on their integrated understanding of the foundation business disciplines and associated theory. The unit is designed to enable students to develop their critical and analytical skills, applied to actual business decision-making.

MPD914 Research Reporting

B X

Trimester 2 or 3, 1 credit point

This unit enables students to identify and analyse a body of business research and to apply it to contemporary business issues. It will develop students' skills in analysing the contribution of business research to the practical issues under examination. The unit will help students to integrate their knowledge of various business disciplines and understand the applications of business research to practice.

MPD915 Management and Organisational Consulting

B

Trimester 2, 1 credit point

Management and organisational consulting is designed to equip DBA students with an understanding of the nature and purpose of management consulting and to equip them with skills and attitudes needed to work in the management consulting field. The unit will integrate theory from several fields of management study – organisational psychology, organisational change and business-to-business services marketing – and will draw on research and case studies which specifically address management consulting.

MPE707 International Banking and Finance

B X

Trimester 1 or 2, 1 credit point

This unit will provide participants with the ability to identify the major issues associated with the globalisation of financial markets and to understand the functions of the international financial and banking systems. Topics include internationalisation of banking and finance, foreign exchange markets and the balance of payment accounts, international parity conditions, the international monetary system, exchange rate arrangements and government intervention, foreign exchange derivatives, foreign exchange exposure and management, international banking and global financial markets and country risk analysis and debt crisis.

MPE711 Global Trade and Markets

B X

Trimester 1 or 2, 1 credit point

This unit presents theoretical as well as applied research material covering a number of issues in the theory of trade and market development that are especially relevant for students of business economics. The theme of this unit is built on traditional international trade theory such as the theory of comparative advantage and terms of trade. However, it also explores interesting and relevant issues from fields of the political economy of trade and emerging markets to expand understanding of this traditional theory and understand its limitations. It covers topics such as transitions, migrations, government failure, the knowledge economy and privatisation. It emphasises a methodical understanding of what constitutes the international economic environment relevant for business.

MPE781 Economics for Managers

B X

Trimester 1, 2 or 3, 1 credit point

The unit covers the policy and strategic aspects of business management and also provides a practical and pragmatic approach to policy issues. Topics include the dynamics of market behaviour, including a discussion of different market structures and the impact of macroeconomic policies in a changing world economic environment on the economy in general and the student's business in particular.

MPE907 International Banking and Finance

B X

Trimester 1 or 2, 1 credit point

This unit will provide participants with the ability to identify the major issues associated with the globalisation of financial markets and an understanding of the functions of the international financial and banking systems. Topics include: internationalisation of banking and finance; foreign exchange markets and the balance of payment accounts; international parity conditions and the international monetary system; exchange rate arrangements and government intervention; foreign exchange derivatives; foreign exchange exposure and management; international banking and global financial markets; and country risk analysis and debt crisis.

MPE981 Economics for Managers

B X

Trimester 1, 2 or 3, 1 credit point

The unit covers the policy and strategic aspects of business management and also provides a practical and pragmatic approach to policy issues. Topics include dynamics of market behaviour, including a discussion of different market structures; the impact of macroeconomic policies in a changing world economic environment on the economy in general; and the student's business in particular.

MPF753 Finance

B X

Trimester 1 or 2, 1 credit point

This unit is designed as an introduction to the theoretical principles of finance and the practical requirements of financial management within for-profit organisations. The aim of this unit is to provide students with an understanding of the types of financial decisions that need to be made in order to create value within the firm beyond that which shareholders could create on their own and in doing so ensure the long term sustainability of the firm. Students will develop analytical skills for making key financial management decisions, including simulation and real option analysis. It also includes investment, financing, risk management, capital structure and dividend decisions within the context of the Australian and international financial institutional frameworks. The unit will develop an ability to apply basic mathematics to solve real problems in finance. The principles and skills developed will be as relevant for those who are running their own small business as they are for senior finance managers within large companies.

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This unit is designed as an introduction to the theoretical principles of finance and the practical requirements of financial management within for-profit organisations. The aim of this unit is to provide you with an understanding of the types of financial decisions that need to be made in order to create value within the firm beyond that which shareholders could create on their own, and in doing so ensure the long term sustainability of the firm. You will develop analytical skills for making key financial management decisions, including simulation and real option analysis. The unit also includes investment, financing, risk management, capital structure and dividend decisions within the context of the Australian and International financial institutional frameworks. The unit will develop an ability to apply basic mathematics to solve real problems in finance. The principles and skills developed will be as relevant for those who are running their own small business as they are for senior finance managers within large companies.

MPI700 Postgraduate Internship **B X***Trimester 1 or 2, 1 credit point*

The Postgraduate Internship is designed to allow students to gain first-hand experience of graduate-level employment in an organisation. Students will work on a non-employment basis within an approved organisation for a minimum of two days per week for 12 weeks (or equivalent). It provides an opportunity to use the discipline specific and generic skills learned earlier in their studies and to reflect on their own performance, the nature of professional work and the business context of the host organisation. This unit will help students refine their skills, build their confidence and increase their awareness of the requirements for successful professional business practice.

MPI701 Business Practicum **B X***Trimester 1 or 2, 2 credit points*

Students will work on a non-employment basis within an approved organisation for a minimum of two days per week for 12 weeks (or equivalent). The student will undertake an appropriate management project as agreed with the host organisation. The project topic will also be approved and guided by the student's University supervisor, a member of the academic staff. Each student will be required to produce and submit a formal project proposal and work-plan relating to the proposed management project. Students will also be required to produce a progress report for the client and for assessment at the mid-point of the study to raise issues with the client and address any changes in the strategic direction of the project. Students will also be required to submit a final report to the host organisation and for assessment, and present their findings in a formal oral presentation. Industry clients and community members (if appropriate) who have an interest in, or who have contributed to the project may be invited to attend.

MPI702 Applied Business Project **B X***Trimester 2, 1 credit point*

Applied Business Project will provide the opportunity for students to apply their knowledge and skills gained in their studies to an actual business problem. It will enable them to gain experience in applying academic knowledge and generic skills and extend their abilities in information gathering, analysis, project management, negotiation and communication. Where the project is undertaken as a group, it will enhance teamwork skills. It will further help students refine their skills, build their confidence and increase their awareness of the requirements for successful professional business practice. In this unit, students identify a specific business problem or issue and devise a project to address the issue. The project will usually entail the collection and analysis of information and secondary data to achieve a specific project outcome.

MPK701 Research Design and Analysis **B X***Trimester 1, 1 credit point*

The unit will develop students' appreciation of the scope of research in business marketing, together with the processes and techniques used commonly in research. Topics include an introduction to research in marketing, problem definition, research design, qualitative and quantitative methods, measurement concepts, qualitative and quantitative data analysis, univariate and multivariate statistical analysis, sensitivity analysis, the development of business marketing models, reporting and presentation of results. Applications of research in business marketing in the areas of strategic analysis, pricing, brand management, consumer behaviour or sales forecasting will also be discussed.

MPK711 Strategic Customer Service **B X***Trimester 1, 1 credit point*

Topics to be addressed in this unit include: an introduction to customer service; customer service within a strategic framework; leadership and organisational culture for customer service excellence; supporting customer service: organisational structure and resources; the role and management of customer service personnel; internal marketing; managing and measuring service quality; managing and measuring customer perceived value; managing customer complaints; e-customer service: the role of technology in delivering customer service; and practising customer service excellence.

MPK712 Advertising and Consumer Behaviour **B X***Trimester 2, 1 credit point*

The intent of this unit is to develop students' understanding of the importance of consumer behaviour theory and research in the formulation and execution of marketing communications. Topics include consumer decision processes, factors influencing consumer behaviour (individual, psychological and environmental factors), brand positioning and marketing communications campaign objectives, creative strategy, media strategy and other marketing communications (i.e. sales promotion, corporate image advertising, sponsorships, public relations, personal selling and direct marketing). A variety of marketing communications campaigns, from both profit and non-profit organisations, will be used to illustrate the interplay between consumer behaviour and marketing communications.

Unit descriptions

MPK732 Marketing Management B X

Trimester 1, 2 or 3, 1 credit point

The unit consists of 11 modules built around the integrative nature of the marketing process and its role in achieving corporate objectives. Topics include the marketing process; the marketing environment; market research and information systems; segmentation; targeting and positioning; buyer behaviour, pricing consideration and approaches; integrated marketing communication; products and new product development; distribution; international marketing; marketing strategy and planning and the implementation and control of marketing programs. Emphasis is placed on the management decision-making process through the use of case studies. The unit not only introduces participants to core marketing concepts and techniques, but also encourages the application of these within the context of the participants' work environment.

MPK736 International Marketing B X

Trimester 2, 1 credit point

The purpose of this unit is to examine the key elements in the formulation and implementation of international marketing strategy. The unit analyses the stages through which the firm moves in formulating its global strategy; initial entry; local market expansion; and global rationalisation. The formulation and implementation of strategy is discussed within the context of increasing interdependence of country markets and regional market integration.

MPK901 Research Design and Analysis

B X

Trimester 1 or 2, 1 credit point

The unit will develop students' appreciation of the scope of research in business marketing, together with the processes and techniques used commonly in research. Topics include an introduction to research in marketing, problem definition, research design, qualitative and quantitative methods, measurement concepts, qualitative and quantitative data analysis, univariate and multivariate statistical analysis, sensitivity analysis, the development of business marketing models, reporting and presentation of results. Applications of research in business marketing in the areas of strategic analysis, pricing, brand management, consumer behaviour or sales forecasting will also be discussed.

MPK932 Marketing Management B X

Trimester 1, 2 or 3, 1 credit point

This unit consists of 11 modules built around the integrative nature of the marketing process and its role in achieving corporate objectives. Topics include the marketing process; the marketing environment; market research and information systems; segmentation; targeting and positioning; buyer behaviour, pricing consideration and approaches; integrated marketing communication; products and new product development; distribution; international marketing; marketing strategy and planning and the implementation and control of marketing programs. Emphasis is placed on the management decision-making process through the use of case studies. The unit not only introduces participants to core marketing concepts and techniques, but also encourages the application of these within the context of the participants' work environment.

MPK936 International Marketing B X

Trimester 2, 1 credit point

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MPM701 Business Process

Management B X

Trimester 1 or 2, 1 credit point

This unit provides foundation knowledge about the operational level of business activities and emphasises the importance of their links to organisational strategies. It considers the role of information and communication technologies in supporting business processes and it introduces enterprise systems and the ways in which these can automate procurement, fulfilment and production, and the integration of these processes in organisations. The unit introduces business process architecture, problem scoping, modelling, methodologies and measurement. The unit prepares students to develop professional careers in industry, government, and the not-for-profit sector.

MPM702 Audacious Leadership X

Trimester 3, 1 credit point

This unit seeks to provide participants with a deep understanding of their own capacity for leadership as well as leadership in others through examination of and reflection on the actions of leaders and followers. It is designed to provide a challenge to the student, which will demand and foster, both tacit and explicit learning about vision in leadership and audacity in its execution. Learning is experiential and based on participants' actions in resolving a challenge that has been agreed with the unit chair and is consistent with the aims of the unit. It draws on contemporary models and theories of leadership and leadership development that are international, both in their derivation and in their application.

The cost of this experiential unit is in addition to the tuition fees.

MPM703 Business Strategy and Analysis B X

Trimester 1 (B, X) or 3 (B), 1 credit point

This unit introduces students to the role of business strategy in developing and sustaining competitive advantage. The broad aim of this unit is to equip students with an introductory knowledge of business strategy concepts and tools, together with an ability to apply this knowledge to a variety of macro environment, industry, and business situations.

MPM704 Managing for Environmental Sustainability B

Trimester 3, 1 credit point

Managing for Environmental Sustainability is designed to give students an integrated understanding of environmental sustainability issues as they relate to business management. The unit will provide managers with a conceptual framework for analysing and developing a strategic response to environmental issues and an understanding of the potential business case for sustainability. An integrated overview of human, business and ecological sustainability is presented during the course. Students will address a series of environmental issues and analyse case studies. A problem-based learning approach will guide students to examine critically current business principles and practices as they relate to environmental sustainability.

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Retailing presents and sells goods and services to customers. Retailing is the final economic activity before the goods and services are consumed. This deceptively simple activity is now a highly competitive industry that faces many challenges such as changes to international trade, new and emerging markets, and rapid developments in technology coinciding with an increasingly demanding and well informed customer. Globalisation, the growth of new economies, and developments in technology has influenced the development of the retail industry in the last decade. This unit presents the basic elements of retailing and explores influences such as corporate social responsibility and ethics in retail, demographic changes plus the influence of new social movements such as anti consumption and environment protection. The unit prepares students for careers in the retail and associated industries such as banking and finance, supply chain and logistics, manufacturing, advertising and promotion, and marketing.

MPM706 Strategic Management **B X***Trimester 1 or 2, 1 credit point*

This unit will develop students' capacity to think strategically about an organisation, its industry and competitive position. It will also enable students to understand the tools used for the analysis of its strategic position; to understand the correct application of these tools to a variety of industry situations; to integrate functional knowledge in making strategic decisions; and to develop an appreciation of the organisational processes by which strategies are formed, evaluated and implemented.

MPM712 Managing Innovation **B X***Trimester 1, 1 credit point*

This unit focuses on the notion of 'intrapreneurship' and the processes by which innovative ideas are turned into commercial advantage. Innovation can occur in products/ services, processes and systems, business models, or in business operations. Hence, the unit focuses on the innovation process itself, management strategies that foster innovation, and how innovation models and theory can be applied to each of these areas, resulting in sustainable competitive advantage. Topics to be addressed in this unit include: mental models of the management process; models of appropriate control; quality assurance; improving performance; innovation strategies; and leading people in an environment of innovation.

MPM715 Management and Organisational Consulting **B***Trimester 2, 1 credit point*

Management and Organisational Consulting is designed to encourage students' understanding of the nature and purpose of management consulting and to equip them with skills and attitudes needed to work in the management consulting field. The unit will integrate theory from several fields of management study – organisational psychology, organisational change and business-to-business services marketing – and will draw on research and case studies which specifically address management consulting.

MPM716 Merchandise Management **B X***Trimester 2, 1 credit point*

This unit aims to provide students with in-depth understanding of the strategic practices and processes of merchandise management in the global retail industry; to provide students who have completed MPM705 Retailing with a richer understanding of the key merchandise profit indicators for retail; to develop understanding of the complexity of the global retail supply chain; and to encourage a holistic consideration of professional merchandise management from source to final consumer.

MPM721 Organisational Behaviour **B X***Trimester 1 or 2, 1 credit point*

Organisational behaviour refers to the systematic study of the attitudes and behaviours of individuals and groups in organisational settings. The purpose is to assist managers in predicting, explaining and controlling the behaviour of people in organisations. The unit aims to establish students' conceptual understanding of the dynamics of individual and group behaviour in organisations, to examine the ways in which different forms of organisational structure and leadership influence that behaviour, and to analyse the ability of organisations to respond to external change, as well as manage their own internal change processes.

MPM722 Human Resource Management **B X***Trimester 2 or 3, 1 credit point*

The objective of the first section of this unit is to develop an understanding of strategic human resource management and the policies, methods and techniques utilised in human resource management functions with particular emphasis on the workplace. Specific attention is given to issues of recruitment, selection, human resources planning, human resources development, and managing for performance. The study and practice of human resources will develop skills and understanding of how human resources fit within processes of strategy formulation and organisational change. The focus is on Australian issues and solutions.

MPM735 International Business Management **B X***Trimester 1 (B, X), 2 (B, X) or 3 (X), 1 credit point*

This unit covers the role and issues of management in the international environment. The principal aim is to provide participants with the requisite knowledge and skills that will enable them to manage in a complex and foreign business environment. The unit also provides an overview of the international economic, political, legal and cultural environments within which international businesses have to operate. The main thrust of the unit is upon international business management strategy.

MPM906 Strategic Management **B X***Trimester 1 or 2, 1 credit point*

The unit develops students' capacity to think strategically about an organisation, its industry and competitive position; to build skills in conducting strategic analysis in a variety of industry situations; to integrate functional knowledge in making strategic decisions; and to develop an appreciation of the organisational processes by which strategies are formed, evaluated and implemented.

MPM912 Managing Innovation **B X***Trimester 1, 1 credit point*

This unit forms part of the DBA program and focuses on the innovation process, including what is sometimes labelled 'intrapreneurship'. The unit looks at how ideas can be developed by knowing what to look for in the environment and the firm. Ideas must be shared, supported and then screened with a rigorous process to determine their potential for commercialisation. This potential will depend largely upon the culture, resources and strategic direction of the organisation (including its 'dominant logic').



Unit descriptions

MPM921 Organisational Behaviour **B X**

Trimester 1 or 2, 1 credit point

Organisational behaviour refers to the systematic study of the attitudes and behaviours of individuals and groups in organisational settings. The purpose is to assist managers in predicting, explaining and controlling the behaviour of people in organisations. The unit aims to establish a conceptual understanding of the dynamics of individual and group behaviour in organisations, to examine the ways in which different forms of organisational structure and leadership influence that behaviour, and to analyse the ability of organisations to respond to external change and to manage their own internal change processes.

MPM922 Human Resource Management **B X**

Trimester 2 or 3, 1 credit point

The objective of the first section of this unit is to develop an understanding of strategic human resource (HR) management and the policies, methods and techniques utilised in HR management functions with particular emphasis on the workplace. Specific attention is given to issues of recruitment, selection, HR planning, HR development, and managing for performance. The study and practice of HR will develop skills and understanding of how HR fits within processes of strategy formulation and organisational change. The focus is on Australian issues and solutions.

MPM935 International Business Management **B X**

Trimester 1 (B, X), Trimester 2 (B, X) or Trimester 3 (X), 1 credit point

This unit covers the role and issues of management in the international environment. The principal aim is to provide participants with the requisite knowledge and skills that will enable them to manage in a complex and foreign business environment. The unit also provides an overview of the international economic, political, legal and cultural environments within which international businesses have to operate. The main thrust of the unit, however, is a focus upon international business management strategy.

MPP701 Research Project 1a **B X**

Trimester 1, 2 or 3, 1 credit point

Students will complete a comprehensive research study under the guidance of a supervisor, who must be a member of academic staff at Deakin University. The study will require students to identify and define a problem, review relevant literature, design a study method, present findings, interpret results and present conclusions and recommendations.

MPP702 Research Project 1b **B X**

Trimester 1 or 2, 1 credit point

Students will complete a comprehensive research study under the guidance of a supervisor, who must be a member of academic staff at Deakin University. The study will require students to identify and define a problem, review relevant literature, design a study method, present findings, interpret results and present conclusions and recommendations.

MPP703 Research Project 2 **B X**

Trimester 1 or 2, 2 credit points

This unit is designed to enable students to undertake independent research, under the guidance of a supervisor knowledgeable in the research area, and to prepare a project report in a thesis format that contributes to the stock of knowledge in the research area. The supervisor must be a member of academic staff at Deakin University.

MPP704 Research Project 4 **B X**

Trimester 1 or 2, 4 credit points

This unit is designed to enable students to undertake independent research, under the guidance of a supervisor knowledgeable in the research area, and to prepare a project report in a thesis format that contributes to the stock of knowledge in the research area. The supervisor must be a member of academic staff at Deakin University.

MPR703 Management Communication **R**

Trimester 1, 1 credit point

The unit enables participants to consider the range of situations in which communicative competence is important; reflect on their strengths and weaknesses as communicators; explore theories, models and techniques in order to enhance their understanding of the communication process; and develop practical skills in communication in a range of situations. Topics include: discourse, imagery and the bases of social influence in organisations; the helping relationship, counselling and interpersonal communication; the process of negotiation; non-verbal and para-linguistic communication; communication process in groups; presentation of self and of information to groups and to the news media; and the strategic use of written communication.

MPR705 Entrepreneurship **R**

Trimester 2, 1 credit point

The unit introduces participants to the concept and processes of entrepreneurship. Students gain an understanding of venture start-ups through the development of a venture proposal into a venture plan. In this way practical experience of the entrepreneurial process is gained. The unit requires students to examine the skills that entrepreneurs and intrapreneurs need, in small business and in larger organisations. Participants are exposed to techniques and tools necessary to new venture development, as well as to entrepreneurs who share their experience.

MPR706 Strategic Management **R**

Trimester 3, 1 credit point

The unit aims to develop a capacity to think strategically about an organisation, its macro environment, industry and competitive position; to build skills in conducting strategic analysis in a variety of industry situations; to integrate functional knowledge in making strategic decisions; and to develop an appreciation of the organisational processes by which strategies are formed, implemented, and evaluated.

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The unit aims to deepen students' understanding of the change process through the practical application of various approaches to and techniques of change management. Much of the unit comprises case study analysis and practical exercises, complemented by guest speaker presentations. However, students are also expected to improve their understanding of theories of change management in order to more successfully integrate the knowledge and experience acquired.

MPR721 Organisational Behaviour **R***Trimester 2, 1 credit point*

Organisational behaviour focuses on the systematic study of the attitudes and behaviours of individuals and groups in organisational settings. The purpose is to assist managers in predicting, explaining and controlling the behaviour of people in organisations. The unit aims to develop students' conceptual understanding of the dynamics of individual and group behaviour in organisations, to examine the ways in which different forms of organisational structure and leadership influence that behaviour, and to analyse the ability of organisations to respond to external change and to manage their own internal change processes.

MPR722 Human Resource Management **R***Trimester 2, 1 credit point*

The objective of the first section of this unit is to develop an understanding of strategic human resource management and the policies, methods and techniques utilised in human resource management functions with particular emphasis on the workplace. Specific attention is given to issues of recruitment, selection, human resources planning, human resources development, employee relations and managing for performance. The study and practice of human resources will develop skills and understanding of how human resources fit within processes of strategy formulation and organisational change. The focus is on Australian issues and solutions.

MPR732 Marketing Management **R***Trimester 3, 1 credit point*

The unit consists of 12 modules built around the integrative nature of the marketing process and its role in achieving corporate objectives. Topics include the marketing process; the marketing environment; market research and information systems; segmentation; targeting and positioning; buyer behaviour, pricing consideration and approaches; integrated marketing communication; products and new product development; distribution; international marketing; marketing strategy and planning; and the implementation and control of marketing programs. Emphasis is placed on the management decision-making process through the use of case studies. The unit not only introduces participants to core marketing concepts and techniques, but also encourages the application of these within the context of the participants' work environment.

MPR751 Financial Reporting and Analysis **R***Trimester 1, 1 credit point*

The unit develops students' ability to read, interpret and use corporate financial reports and other relevant information such as internal accounting reports. The unit is primarily concerned with developing a strong understanding of accounting concepts and issues from perspectives both internal and external to the entity. This understanding can then be applied to a range of theoretical and practical problems often encountered by managers. The student's appreciation of the complexities of financial measurement, accounting policy selection, and techniques of managerial accounting is developed using case studies and practical problems. No previous accounting background is assumed.

MPR905 Entrepreneurship **R***Trimester 2, 1 credit point*

The unit introduces participants to the concept and processes of entrepreneurship. Students gain an understanding of venture start-ups through the development of a venture proposal into a venture plan. In this way practical experience of the entrepreneurial process is gained. The unit requires students to examine the skills that entrepreneurs and intrapreneurs need, in small business and in larger organisations. Participants are exposed to techniques and tools necessary to new venture development, as well as to entrepreneurs who share their experience.

MPR906 Strategic Management **R***Trimester 2 or 3, 1 credit point*

This unit aims to develop a capacity to think strategically about an organisation, its macro environment, industry and competitive position; to build skills in conducting strategic analysis in a variety of industry situations; to integrate functional knowledge in making strategic decisions; and to develop an appreciation of the organisational processes by which strategies are formed, implemented, and evaluated.

MPR907 Change Management **R***Trimester 1 or 3, 1 credit point*

This unit aims to deepen students' understanding of the change process through the practical application of various approaches to, and techniques of, change management. Much of the unit comprises case study analysis and practical exercises, complemented by guest speaker presentations. However, students are also expected to improve their understanding of theories of change management in order to more successfully integrate the knowledge and experience acquired.

MPR921 Organisational Behaviour **R***Trimester 3, 1 credit point*

Organisational behaviour focuses on the systematic study of the attitudes and behaviours of individuals and groups in organisational settings. The purpose is to assist managers in predicting, explaining and controlling the behaviour of people in organisations. The unit aims to establish a conceptual understanding of the dynamics of individual and group behaviour in organisations, to examine the ways in which different forms of organisational structure and leadership influence that behaviour, and to analyse the ability of organisations to respond to external change and to manage their own internal change processes.

MPR922 Human Resource Management **R***Trimester 2, 1 credit point*

The objective of the first section of this unit is to develop an understanding of strategic human resource (HR) management and the policies, methods and techniques utilised in HR management functions with particular emphasis on the workplace. Specific attention is given to issues of recruitment, selection, HR planning, human resources development, employee relations and managing for performance. The study and practice of HR will develop skills and understanding of how HR fits within processes of strategy formulation and organisational change. The focus is on Australian issues and solutions.

Unit descriptions

MPR932 Marketing Management R

Trimester 3, 1 credit point

This unit consists of 12 modules built around the integrative nature of the marketing process and its role in achieving corporate objectives. Topics include the marketing process; the marketing environment; market research and information systems; segmentation; targeting and positioning; buyer behaviour, pricing consideration and approaches; integrated marketing communication; products and new product development; distribution; international marketing; marketing strategy and planning; and the implementation and control of marketing programs. Emphasis is placed on the management decision-making process through the use of case studies. The unit not only introduces participants to core marketing concepts and techniques, but also encourages the application of these within the context of the participants' work environment.

MPR951 Financial Reporting and Analysis R

Trimester 2, 1 credit point

The unit aims to develop your ability to read, interpret and use corporate financial reports and other relevant information such as internal accounting reports. The unit is primarily concerned with developing a strong understanding of accounting concepts and issues from perspectives both internal and external to the entity. This understanding can then be applied to a range of theoretical and practical problems often encountered by managers. The participant's appreciation of the complexities of financial measurement, accounting policy selection, and techniques of managerial accounting is developed using case studies and practical problems. No previous accounting background is assumed.

MPS701 Principles of Risk and Insurance X

Trimester 1 or 2, 1 credit point

This unit introduces students to insurance, the insurance market and insurance law. The unit examines a range of areas including the concepts of risk and insurance, and the principal legislation governing insurance in Australia. Topics include: insurance in Australia; risk concepts and an introduction to risk management; the insurance mechanism; types of insurance policies; an introduction to underwriting; legal principles of insurance; the Insurance Contracts Act 1984; the Financial Services Reform Act 2001; and the Insurance Act 1973.

MPS703 Reinsurance X

Trimester 1, 1 credit point

This unit introduces students to reinsurance and shows its application to insurance policies in the area of general insurance. From the grounding provided through this unit, the student should develop a clear understanding of the need for and purposes of reinsurance. Students should also have a working knowledge of the different forms and types of reinsurance contracts, a grasp of the terminology and the statutory requirements relative to reinsurance, the legal aspects of reinsurance dealings, and an understanding of the reinsurance market.

MPS707 Life Risk X

Trimester 2, 1 credit point

This unit provides an introduction to the area of life risk management and insurance, and an understanding of the underwriting, management and claims-settling practices used.

MPS708 General Insurance X

Trimester 2, 1 credit point

This unit aims to provide an introduction to the area of general insurance, and an understanding of the underwriting, management and claims-settling practices used. It will include an examination of insurable and uninsurable risk and an understanding of the different forms of risk management undertaken by business, including self insurance.

MPT722 Human Resource Management T

Trimester 3, 1 credit point

The objective of the first section of this unit is to develop students' understanding of strategic human resource management and the policies, methods and techniques utilised in human resource management functions with particular emphasis on the international workplace. Specific attention is given to issues of recruitment, selection, human resource planning, human resources development, and managing the performance. The study and practice of human resources will develop skills and understanding of how human resources fit within processes of strategy formulation and organisational change. The focus is on international and comparative issues and solutions.

MPT735 International Business Management T

Trimester 3, 1 credit point

This unit covers the role and issues of management in the international environment. The principal aim is to provide students with the requisite knowledge and skills that will enable them to manage in a complex and foreign business environment. The unit also provides an overview of the international economic, political, legal and cultural environments within which international businesses have to operate. The main thrust of the unit is a focus upon international business management strategy.

MPT753 Finance T

Trimester 3, 1 credit point

This unit is an innovative experiential study of finance that focuses on sustainable investment. The objective of the unit is to provide students with the opportunity to engage with business, within the work place and in doing so develop practical and analytical finance skills by participating as a team member on a real work related project. The program begins with an intensive on-campus component of study that introduces the fundamental principles of finance and which develops the skill set necessary to undertake financial analysis of investments. Students then visit companies throughout regional Australia and in consultation with them assist in the identification of 'green initiatives' that could assist in reducing the company's carbon footprint. Students then return to the University and produce a consultancy styled report that analyses the financial viability of the investment opportunity. This report represents the major component of assessment for the unit.

MPT922 Human Resource Management T

Trimester 3, 1 credit point

The objective of this unit is to develop an understanding of strategic human resource (HR) management and the policies, methods and techniques utilised in HR management functions with particular emphasis on the international workplace. Specific attention is given to issues of recruitment, selection, HR planning, HR development, managing for performance, and employee relations. The study and practice of HR will develop skills and understanding of how HR fits within processes of strategy formulation and organisational change. The focus is on Australian and international issues and solutions. In the international study tour mode the focus is on international and comparative solutions.

KEY**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Warrn Ponds Campus**W** Warrnambool Campus**X** Off campus**O** Online**R** Residential**T** Tour**CBD** Community Based Delivery**MPT935 International Business Management** **T***Trimester 3, 1 credit point*

This unit seeks to develop an ability to analyse international business opportunities from a strategic perspective. In addition, it aims to provide participants with the knowledge and skills to manage business in a complex and foreign business environment, and provides an overview of the international economic and cultural frameworks within which international businesses have to operate.

MPT953 Finance **T***Trimester 3, 1 credit point*

This unit is an innovative experiential study of finance that focuses on sustainable investment. The objective of this unit is to provide you with the opportunity to engage with business, within the workplace and in doing so develop practical and analytical finance skills by participating as a team member on a real work-related project. The program begins with an intensive on-campus component of study that introduces the fundamental principles of finance and which develops the skill set necessary to undertake financial analysis of investments. Students then visit companies throughout regional Australia and in consultation with them assist in the identification of 'green initiatives' that could assist in reducing the company's carbon footprint. Students then return to the University and produce a consultancy styled report that analyses the financial viability of the investment opportunity. This report represents the major component of assessment for the unit.

MSC705 Information Systems Analysis and Design **B X***Trimester 2, 1 credit point*

This unit provides an introduction to the discipline of systems analysis and design. Students will learn two methods of analysis and design, a structured approach and an object orientated approach, for designing business information systems. Students will also learn how to gather information from businesses, investigate solutions and undertake feasibility studies.

MSC752 eBusiness Strategies **B X***Trimester 1, 1 credit point*

This unit examines the important themes and contemporary issues in eBusiness strategies. It aims to help students develop practical skills in formulating, implementing and evaluating eBusiness strategies, as well as conducting critical analysis of eBusiness models. The unit places special emphasis on understanding how organisations generate, derive and share business value from eBusiness in a real life business context. In examining contemporary issues in eBusiness, the unit explores how modern organisations are leveraging social networking, blogs, virtual worlds, mobile computing and various Web 2.0 applications for next generation eBusiness.

MSC753 eBusiness and Supply Chain Management **B X***Trimester 2, 1 credit point*

The growing global economy has redefined the dynamics of competition for modern organisations. With product lifecycles shortening and worldwide commercial competition increasing, success depends on adopting state-of-the art, effective global supply chain management (SCM) approaches. This unit provides students with an understanding of how eBusiness technologies and applications can be used to develop world class supply chain networks. It covers the concepts and principles of SCM, the essential eBusiness technologies used to support supply chain operations and the strategies used to put in place best practice global supply chain networks.

MSC754 Information Systems Business Analysis **B X***Trimester 1, 1 credit point*

The unit takes a high-level view of IS development where the focus is on the strategic alignment of IS and business functions in an organisation, which involves planning and discussion of business needs, as well as negotiation and specification of solutions required by the client organisation, and agreed upon by management. Such solutions often involve development of information systems, and may also include business process improvement, organisational change, and strategy and policy development.

The unit therefore covers the principles and practices of stakeholder analysis, identification of business needs, problems and opportunities, analysis, negotiation and specification of requirements for any solution that may involve technology inspired change.

The unit will address critical issues in acquiring, modelling, validating and communicating requirements for large business systems. Tutorial and online exercises will allow students to develop practical hands-on skills in effective acquisition of information from client groups by brainstorming, interviewing, conducting workshops and meetings.

MSC755 Risk Management for Business Information Systems **B X***Trimester 2, 1 credit point*

Global trends in business information systems outsourcing and electronic business highlight the need for companies to understand and manage a wide variety of information systems and information technology (IT) risks including IT services risks, IT project risks, and electronic business risks. This unit explores eight classes of risk for contemporary business information systems. Students will learn and apply key strategies and techniques for managing a wide range of information systems risk classes. The unit examines the risks within a framework of information systems governance, standards and audit.

Unit descriptions

MSC756 Project Management **B X**

Trimester 2, 1 credit point

Project management is undoubtedly one of the most important skills in management as modern organisations shift from traditional management to project based management. This unit examines project management in the exciting, dynamic, innovative, virtual, information enabled, and knowledge intensive organisational environment. Consequently, this unit emphasises skills as well as techniques that can be derived from traditional project management and explores innovations relevant for the successful management of projects. It also investigates the task of managing project knowledge which is regarded as a central skill for managing future projects. The project management methodology taught in this unit is based on the Project Management Body of Knowledge (PMBOK). Topics covered in this unit include: overviews of project management; the virtual context; planning processes; project communication; human and social aspects of project management; procurement tools; techniques and enabling technologies.

MSC767 Business Security Management **B X**

Trimester 1, 1 credit point

The aim of the unit is to ensure the introduction of students to the design, management and security implications of business systems. A supporting aim is to show the way security is strongly linked to an organisation's strategic direction. The unit will focus upon security from a technology aspect, from a management aspect and a policy aspect.

MSC768 Knowledge Management **B X**

Trimester 1, 1 credit point

This unit provides an understanding of the key principles and practices involved in managing individual, group and organisational knowledge in organisations. Students will gain an understanding of the key advantages and disadvantages of different knowledge strategies, processes, technologies and systems. The human aspects of knowledge management, such as the motivation to share knowledge, will be carefully considered. Students will learn how to evaluate knowledge management in organisations and will be able to make appropriate recommendations for improvement. The unit will also address the alignment of knowledge management strategy with other important corporate strategies and processes.

MSC769 Information Systems Infrastructure **B X**

Trimester 1, 1 credit point

This unit familiarises students with the essential infrastructure components of an information system. Topics covered include electronic communication principles; local and wide area network operation; operating systems; fundamentals of programming; database systems; and client/server computing.

MSC770 Information Systems and Global Issues **B X**

Trimester 2 (B, X) or Trimester 3 (B, X) and as part of a study tour to India, 1 credit point

This unit explores some of the key ethical, social and professional issues facing business and information systems professionals and employees in their work. The rise of global eBusiness have made significant changes in the way people, businesses and other organisations operate and new ethical, social and professional issues have emerged. More recently we have seen a rise in corporate scandals and the financial meltdown. The key aim of this unit is to equip the student with the skills to identify, analyse and report on these issues. The unit will consider some of the key ethical and social issues that have arisen as a result of global eBusiness and addresses topic issues which in recent years has included: privacy and email, freedom of speech and work, whistle blowing, cyber-terrorism and 'piracy and intellectual property'.

MSC795 eBusiness Processes **B X**

Trimester 2, 1 credit point

Many organisations are streamlining their business processes through electronic channels to strengthen their performance and competitive position. With the advent of global networking, the net-enhanced organisations and supply chains are increasingly playing an important role in the national economy as well as in international business. This unit examines a range of concepts, management challenges, and tools for the adaptation of business processes in eBusiness settings, reflecting the most recent trends in the application of information technology for business.

MSQ791 Data Analysis for Managers **B X**

Trimester 1 or 3, 1 credit point

This unit covers the process of data analysis including the collection, presentation, and interpretation of data. A principal objective of the unit is to demonstrate the importance of understanding data and the crucial role of data analysis in business decision-making. While it is essentially a statistics-based unit (including survey methods and questionnaire design), mathematics and arithmetic calculations are kept to a minimum. The emphasis of the unit is on the interpretation and applications of the various techniques studied. Extensive use is made of software to develop data analysis skills and to enhance the appreciation of statistical techniques in a management context. Qualitative research methods, and their role in the overall research and design process, are also briefly covered.

SEB711 Developing and Managing Innovation **G X**

Trimester 1, 1 credit point

This unit will enable students to learn about innovation and entrepreneurship within a managerial context, understand factors within organisations that impact on innovation and entrepreneurship, apply principles of innovation and entrepreneurship in their own workplace, gain a greater understanding of issue surrounding intellectual property and understand how to take a new idea and develop it to the stage of commercialisation. The topics addressed include: entrepreneurship, innovation, developing new ideas, managing intellectual property and emerging technology, various types of Australian and international intellectual property laws and agreements for copyright, designs, trademarks, patents and circuitry layouts, the enforcement of intellectual property rights, confidentiality and confidential information, licensing and assignment, Memorandum Of Understanding (MOU), commercialisation of research development, organisational culture and managing organisational change.



KEY**B** Melbourne Burwood Campus**F** Geelong Waterfront Campus**G** Geelong Warrn Ponds Campus**W** Warrnambool Campus**X** Off campus**O** Online**R** Residential**T** Tour**CBD** Community Based Delivery**SEB712 Managing Complex Projects** **X***Trimester 2, 1 credit point*

This unit will enable students to understand what a complex project is and how it impacts on management strategies, understand and develop the characteristics of a successful manager, understand, develop, and apply appropriate strategies within a business organisational context, apply the principles of raising capital and effectively evaluate how the capital might be used, and recognise the benefits and costs associated with alliances and takeovers. The topics addressed include managing complexity, technologies and strategies, venture capital, valuation of technology and new ventures, mergers, alliances, spin-offs, takeovers, benefit–cost analysis, capital budgeting and consideration of risk in technology projects, and risk and return in capital projects.

SIT764 Project Management **B G X***Trimester 1, 1 credit point*

This unit uses the project management body of knowledge (Project Management Institute 2001) framework to present project management in an information systems context. The unit covers project management processes and integration, project scope, time, cost and quality management, risk management, project teams and resources. It also covers areas such as procurement (outsourcing), project communication and documentation.

SIT771 Object-Oriented Development **B X***Trimester 1, 1 credit point*

This unit introduces students to designing software by exploring in detail the development of software designs from a problem statement using the techniques of object-oriented analysis and design. The resulting designs are expressed in UML notation. Topics covered include designing systems with data abstraction, data encapsulation, inheritance, generalisation and specialisation, object-oriented analysis and design techniques, design by contract, design and reusability, and the role of software engineering concepts for managing software development. This unit introduces the concepts of programming languages and object-oriented programming, and provides practical experience in the development of object-oriented programs. The unit examines in detail the relationship between the design of an object-oriented system and its implementation. Concepts covered include language syntax and semantics, classes as templates for objects, method development, implementation of class relationships, constructors and destructors, polymorphism, dynamic memory management, error detection and handling, testing and debugging, terminal and file input/output, and programming modules. In addition to developing new software, students will gain experience in testing, debugging and maintaining existing systems. Professional and ethical issues directly related to the topic are addressed during the unit study.

SIT772 Database and Information Retrieval **B X***Trimester 2, 1 credit point*

The unit will cover two important foundational but related methods for capturing, representing, storing, organising, and retrieving structured, unstructured or loosely structured information. Firstly, the unit will develop an understanding of the fundamentals of data modelling and of database technology. The relational data model will be presented and the functionality provided by implementations of it will be studied. The process of constructing database tables and related entities will be explored in depth. Secondly, we will develop the understanding of information retrieval: the process of indexing and retrieving text documents. The field of information retrieval includes almost any type of unstructured or semi-structured data. Information retrieval is a critical aspect of web search engines. We will provide students with an intuition for how search engines work, why they are successful, and to some degree how they fail.

SIT773 Software Design and Engineering **B X***Trimester 1, 1 credit point*

In this unit, students will be introduced to the broad-based concepts of how systems are designed. As to any successful systems, analysis and design is the essential step. Of course, applying the right design methodology also contributes to the success of the system. Therefore, this unit will investigate the different methodologies for different types of systems, including procedural, object-oriented, and real-time systems. In each type of system, their issues will be discussed and students shown how a specific methodology addresses them. This appreciation is important in many analyst roles in real life. In fact, there is a big demand for analysts who understand all aspects of information systems in the context of the organisation's business operations. Such analysts are often sought after in major IT consultancy firms.

SIT774 Web and Internet Programming **B X***Trimester 2, 1 credit point*

In this unit, we introduce the internet, the web and Java. We also introduce the techniques of creating web content using HTML, XML and JavaScript, and discuss how web servers and browsers provide functionality. The unit focuses on the web and internet programming. Topics include client-side and server-side programming. We briefly introduce basic internet services such as FTP, Telnet, email, news etc. as well as web authoring and programming with editors and converters. HTML is included, covering HTML basics, layout, hypertext links, images, multimedia, image maps, tables, frames, forms, and CGI scripts to design home pages. Finally, we present the future of the internet and the web. Professional and ethical issues directly related to the topic are addressed during the unit study.

SIT782 Practical Project **B X***Trimester 1, 2 or 3, 1 credit point*

This unit is to complete a research and development project which utilises the analysis, design, development and project management skills which the student has acquired through their studies. The emphasis of the assessment is quite varied, depending upon the type and objectives of each project. The student will be required to fully document all aspects of the project. This unit is normally the final unit to be completed in the Master of Information Technology.

Unit descriptions

SLE720 Risk Assessment and Control X 0

Trimester 2, 1 credit point

This unit is to be delivered in a modular approach. Students will complete a common core that provides students with an understanding of risk assessment and management principles. Following this common core, students will, based on their enrolments, select one of the following modules: environment, occupational hygiene and engineering.

Students will discuss selection of the module with the course coordinator.

Environment

This module provides a combination of theory and practical case studies, designed to provide students with the understanding and hands-on experience necessary to identify and address risks to healthy environments. This module includes: case studies of urban, industrial, agricultural and/or natural environments at risk; the role of techniques such as indices of environmental health, epidemiology, toxicology and statistics in evaluating environmental and health concerns – data analysis and interpretation – the limitations associated with the various risk assessment techniques; approaches to risk management through policy, legislation, planning and management; risk management principles and planning; appropriate risk avoidance and minimisation for the case studies utilised; integration of risk management with environmental management principles.

This module is designed to enable environmental objectives to be identified and implemented within a broad range of industry sectors in line with ecological sustainability principles. Tools such as life cycle analysis and risk assessment, used to measure environmental performance will be described and opportunity provided to utilise these in the development of a site specific environmental management system. Systems that assist organisations meet environmental management requirements that are used internationally and within Australia will be examined, as will the potential to link in with other management systems commonly used within organisations.

Occupational hygiene

This module uses a simulated (multimedia) workplace to provide experience of conducting a walk through survey, undertaking a risk assessment, communicating the results, designing an exposure monitoring exercise, and designing a control strategy including engineering and non-engineering controls.

Engineering

This module will enable students to understand risk issues associated with enterprises, understand the links between the environment and economics, understand how innovation and sustainable development may impact on each other, apply the principles of sustainable development within an enterprise, and recognise the benefits, and the costs, associated with risk management and sustainable development. The topics addressed include risk management, ecologically sustainable development, green design, economics and sustainability, and population and sustainability.

SLE721 Policy and Planning for Sustainable Development X

Trimester 1, 1 credit point

This unit focuses on the synthesis, interpretation and analysis of information in regards to environmental policy at all levels of government and other public or private organisations. The need for global cooperation and action in responding to environmental issues is becoming more important. Air quality, land management, resource use and water quality are some of the myriad of issues that can only be resolved with greater understanding of local issues to enable targeted responses at the global level. Due to lack of agreement in policy aims and specific objectives, it has been argued that the current approaches to environmental management have not been as effective in achieving desired environmental outcomes. Practitioners need to understand the process of policy development in order to fully realise the potential outcomes as well as to be able to input into the process to achieve sustainable outcomes. Policy objectives need to be fully cognisant of the environmental, political, economic and social influences that must be addressed if change is to occur.

SLE723 Physical Hazards X

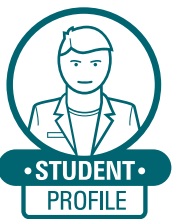
Trimester 2, 1 credit point

This unit covers the characteristics of radiation (energy, frequency, wavelength and the electromagnetic spectrum); non-ionising radiation ranging from static fields, through ELF, radio, microwave, infra-red, and visible frequencies to ultra-violet radiation is studied from the viewpoint of interaction with matter, measurement, health effects, exposure standards and controls. Emphasis is given to industrial sources of non-ionising radiation and special attention is given to lasers and the administrative controls to which they are subject. Similarly, ionising radiation, including electromagnetic (X and g) and particulate (a, b and n) radiation is considered, giving emphasis to commonly encountered sources of such radiation in industry and laboratories and with reference to the relevant legislation. The unit also looks at noise: the underlying physics of sound, hearing, physiological effects, noise induced hearing loss, audiometry, methods of monitoring noise levels and exposure, exposure standards, regulations and noise control; and vibration: underlying physics, physiological and medical effects, and measurement of vibration, exposure standards, regulations and vibration control.

SLE725 Environmental Management Systems X

Trimester 1, 1 credit point

This unit is designed to enable environmental objectives to be identified and implemented within a broad range of industry sectors in line with ecological sustainability principles. Tools such as life cycle analysis and risk assessment, used to measure environmental performance will be described and opportunity provided to utilise these in the development of a site specific environmental management system. Systems that assist organisations meet environmental management requirements that are used internationally and within Australia will be examined as will the potential to link in with other management systems commonly used within organisations.



Tony Roper
Master of Business Administration
Off campus
Graduated: 2010
Employed: Kmart National Store Operations Manager

Tony Roper believes he would not have achieved such a rapid career progression without the benefit of his Deakin MBA. After 25 years with the company, including managerial positions across WA, Queensland, Victoria and New Zealand, Tony was recently appointed Kmart's National Store Operations Manager. He says 'without doubt' he constantly uses the knowledge gained throughout his course. 'In operations you do a bit of marketing, a lot of HR and quite a lot of change – I am using it all the time. I was store manager at Burwood in Victoria when I started the course, then became a regional manager in Victoria and Queensland, then state manager of Queensland. If I had not done the MBA, I believe I would not be in this position,' he says.

Tony gained his first taste of tertiary study with Deakin's Graduate Certificate and Graduate Diploma. 'Deakin had a partnership with the then Coles Myer Group, so they had a lot of employees doing components of the course,' he says. Starting in 2004, he took the course via a combination of distance education and residential

units, the latter proving particularly beneficial, he says. 'From a business perspective they were

'I found the residentials were essential to me managing business, family and the MBA.'

fantastic because they condense 13 weeks works down to five or six weeks – one contact week plus pre and post work. I found the residentials were essential to me managing business, family and the MBA.'

The residential format also was beneficial from a business perspective, Tony adds. 'Because I have been with the same business for 25 years I was always risking becoming a product of the Kmart and Coles Myer systems only. It is a great help to see business diversity and different thoughts and approaches to contrast your own company with other businesses that have different philosophies.' He also enjoyed meeting other students through the assignments. 'When I was in Brisbane we would network and meet up outside course

hours to compare notes and exchange ideas. It was great.'

Tony says taking on a national role has proved to be quite a contrast to his regional and state responsibilities 'the MBA helped me adjust. The new role is more analytical and you see everything from the embryonic stage through to the end – you see the beginning, the middle and the end,' he says.

Tony has no hesitation recommending Deakin's MBA and says conversations with students studying through other universities have reinforced his satisfaction with the course. 'They were always surprised to learn that at the end of every core subject Deakin put on a road show where we could ask questions of the facilitators during revision days. Those things were really helpful and seemed pretty unique,' he says. The course is particularly suited to anyone wanting a broad perspective, Tony adds. 'The MBA gives a look at everything and you can channel it into something more specific if you want.'

Find out more

Where to get more information

Web site

Deakin on the web, www.deakin.edu.au, contains detailed information on everything at Deakin, including:

- » courses
- » unit descriptions
- » student profiles
- » campuses
- » facilities and services
- » applications and scholarships
- » research.

To find detailed course information, including unit descriptions, you can visit the following sites:

- » Course search – search for Deakin's courses online www.deakin.edu.au/courses, find the course you are looking for and view a full description of that unit
- » *Postgraduate Studies Handbook* – the handbook provides a listing and description of all units and course structures www.deakin.edu.au/handbook.

Other useful web sites

Fees
www.deakin.edu.au/future-students/fees

Library
www.deakin.edu.au/library

Research scholarships
www.deakin.edu.au/future-students/research/scholarships

Study skills
www.deakin.edu.au/future-students/services-facilities

Course enquiries

For additional course guides and brochures or more information about application, selection and enrolment, as well as fees and charges, please contact:

1300 DEGREE (1300 334 733)
enquire@deakin.edu.au
www.deakin.edu.au/courses

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- » Geelong 03 5227 1221
- » Melbourne 03 9244 6255
- » Warrnambool 03 5563 3256

visit www.deakin.edu.au/disability
or email drcentre@deakin.edu.au.

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Apply online at www.deakin.edu.au/apply.

International students

International students are those who are not Australian citizens, New Zealand citizens or holders of an Australian Permanent Resident visa. International students should refer to website www.deakin.edu.au/international for details of fees, living costs, visa information and the fees and refund policy.

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We also have an iTunesU channel, where you can learn about our research activities, teaching and learning initiatives and view highlights of student work, training guides and videos of public lectures.

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Business and Law Postgraduate Showcase

Melbourne City Centre, 550 Bourke Street, Melbourne
Thursday 6 October 2011, 5.30 pm

Postgraduate Information Nights

RACV Club, Melbourne
Tuesday 4 October 2011, 5–7 pm

Melbourne Burwood Campus
Tuesday 11 October 2011, 5–7 pm

Postgraduate Information Nights will also be held in February and May 2012. Please visit www.deakin.edu.au/postgrad or phone 1300 DEGREE (1300 334 733) closer to the time for specific dates and event details.



Important dates

2011

4 October

Postgraduate Information Night, 5–7 pm
RACV Club, Melbourne
To register visit www.deakin.edu.au/pgevents.

6 October

Business and Law Postgraduate Showcase, 5.30 pm
Deakin University Melbourne City Centre
550 Bourke Street Melbourne

11 October

Postgraduate Information Night, 5–7 pm
Melbourne Burwood Campus
To register visit www.deakin.edu.au/pgevents.

31 October

Closing date for applications for research
scholarships – Australian and New Zealand citizens
and Australian permanent residents.

14 November

Trimester 3 begins

Application closing dates

Trimester 3, 2011

30 October 2011

Off campus

Trimester 1, 2012

19 February 2012

Off campus

6 November 2011

On campus

26 February 2012

On campus

Note: Research degree applications can be made at any time. Some postgraduate courses have alternative application requirements and closing dates. For more information, please visit www.deakin.edu.au/apply.

2012

Trimester 1

Teaching period 5 March–1 June
Easter holiday/intra-trimester break 6–15 April
Examination period 7–15 June
Trimester break 18 June–6 July

Trimester 2

Teaching period 9 July–5 October
Intra-trimester break 24–30 September
Examination period 11–19 October
Trimester break 22 October–9 November

Trimester 3

Teaching period 12 November–15 February 2013
Intra-trimester break 24 December–2 January 2013
Examination period 21 February–1 March 2013
Trimester break 4–8 March 2013

For details, please visit www.deakin.edu.au/future-students.



More information

1300 DEGREE (1300 334 733) | www.deakin.edu.au | enquire@deakin.edu.au

2011 DEAKIN UNIVERSITY POSTGRADUATE INFORMATION NIGHTS

RACV CLUB, MELBOURNE

Tuesday 4 October 2011
5.00–7.00 pm

Level 2, 501 Bourke Street
Melbourne VIC 3000

**BUSINESS AND LAW
POSTGRADUATE SHOWCASE**

Thursday 6 October 2011
5.30 pm

Deakin University
Melbourne City Centre
550 Bourke Street
Melbourne VIC 3000

MELBOURNE BURWOOD CAMPUS

Tuesday 11 October 2011
5.00–7.00 pm

Building LB, 70 Elgar Road
Burwood VIC 3125

