



MASTER OF BUSINESS ADMINISTRATION

Are you a leader of tomorrow?

This brochure also includes information about:

- **Graduate Certificate in Business**
- **Graduate Diploma in Business**

CONTENTS

About Southern Cross University Online	3
The advantage of an MBA	5
What you'll learn	6
Why study a MBA with SCU Online?	7
The SCU Online learning environment	8
Our MBA students	9
A typical study period at SCU Online	10
Meet the Course Coordinator	12
Course overview	13
Course structure	14
Your Student Success Advisor	15
How to fit study into your life	17
Admissions	20
How to apply	21
Units of study	23



ABOUT SOUTHERN CROSS UNIVERSITY ONLINE

At Southern Cross University we put our students first. Whether studying on campus, online, or both, we deliver contemporary, high-quality learning experiences.

Our aim is to produce graduates who are career-ready. Since transforming from a teachers' college in the 1970s, to a university in 1994, we have had more than 55,000 students successfully graduate. Our students come from a diversity of backgrounds, and we have a strong focus on industry and community collaboration.



Australian
Qualifications
Framework



**Ready to take the next
step in your career?
It's your time.**

Studying online with Southern Cross University

We are pioneers of online education in Australia and have more than 20 years of accredited experience in the field. At any one time, we have more than 5,000 people studying online with us.

Study on your own terms

We know how hard it can be to put yourself first. Between work, family, friends and life, it can be hard to achieve your postgraduate study goals, especially if your responsibilities mean you cannot attend class in-person.

Learning designed for online

When you study online with us, there are no campus-based obligations. Courses are designed in consultation with industry experts and specifically made for online learning. Studying online with us means that you'll connect with, and be supported by, like-minded individuals with similar academic and professional goals.

SOUTHERN CROSS UNIVERSITY ONLINE AT A GLANCE



1,000+

students are studying with SCU Online each study period

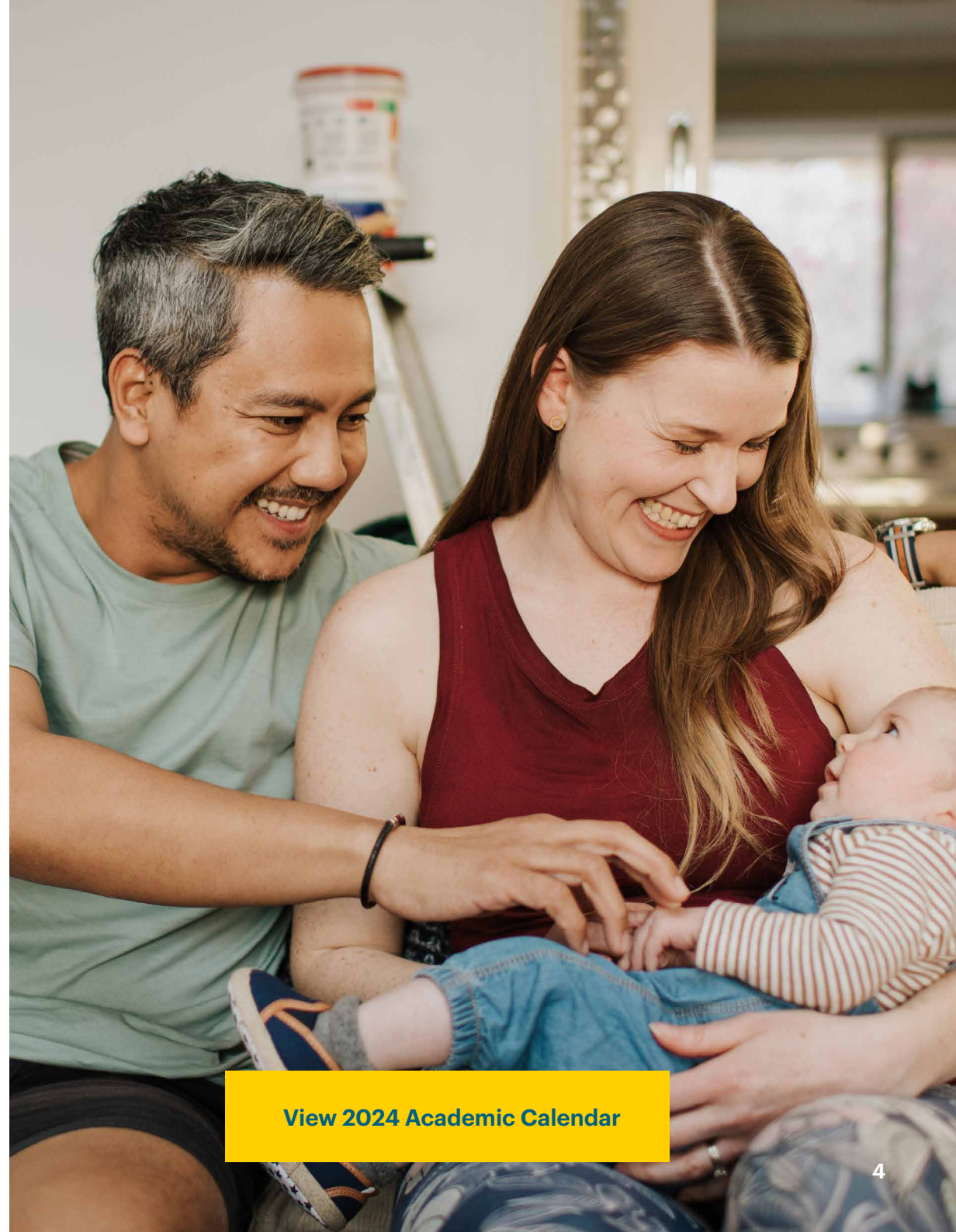


students from
30+
countries



2,000+

graduates from SCU Online courses since 2015



[View 2024 Academic Calendar](#)

THE ADVANTAGE OF AN MBA

Respected by employers

In a survey of 569 corporate recruiters, The Graduate Management Admission Council (GMAC) found that employers remain confident about the value of graduate management talent. 91 per cent of employers said they planned to hire MBA graduates in the coming year with demand for graduate management talent returning to pre-pandemic levels.

The MBA advantage

The projected growth for business managers is expected to increase by 6.1 per cent by 2026. The majority of corporate recruiters are predicting growth and stability in the hiring of business school graduates. Consulting, finance and accounting and technology are the most in-demand industries for business managers.

The gold standard in business

A Master of Business Administration is widely regarded as the ultimate business management degree, covering finance, corporate governance, strategy and many other areas crucial to a career in organisational leadership.



91%

of employers plan to hire MBA graduates

Burning Glass, July 2020 - July 2021



Become a top earner

Those with an MBA degree have the best chance of finding themselves in the top 2 to 3 per cent of income earners in Australia

ABS, 2019



The average salary for business managers with a postgraduate qualification is

\$136,997

Burning Glass Technologies, 2021



The projected growth for business managers is expected to grow

6.1% by 2026

SEEK, 2021

WHAT YOU'LL LEARN

The Master of Business Administration is designed for tomorrow's leaders who want to advance their business acumen and practice. Benefit from building a strong managerial perspective that's needed in today's competitive and ever-evolving global and local markets.



Build a diverse and future-focused skillset

Develop the cross-functional skillset required by business leaders to immediately begin maximising the positive impacts you have within an organisation. Apply practical work to identify and justify industry-related problems and leverage your broad business skillset to develop strategic plans to overcome them.



Develop a dynamic and strong managerial perspective

Know what to look for, questions to ask, and how to manage successful cross-functional teams. Build upon your existing knowledge with SCU's MBA and improve the way you currently manage and apply critical thinking to positively influence business outcomes.



Learn to influence and lead

Become a positive and confident leader. Build on your strategic leadership skills with exposure to different leadership models and communication skills, and foster your problem-solving and decision-making techniques.



Understand global and local needs

Be prepared for an evolving future in business on a global and local scale. While undertaking global-focused and team-focused units, you will learn how to navigate change, uncertainty and business sustainability in various situations and at various scales.

WHY STUDY A MASTER OF BUSINESS ADMINISTRATION WITH SCU ONLINE?



DURATION

2 years part-time*



STUDY MODE

100% online



INTAKES

Jan, Mar, May, July, Aug, Oct



UNITS

8-16



FEES

\$3,080 per unit, FEE-HELP available



Accelerated and flexible learning

With SCU Online you can study how and when it suits you. With flexible entry and exit points offered throughout the MBA, you can tailor your studies to fit your lifestyle.

We proactively assess each student's prior learning and experience, providing custom pathways to complete your MBA. Gain credit for your previous education and graduate even sooner with Advanced Standing.



Immediate real-world application

Study one day, apply learnings the next. With our authentic, project-based assessments, you will have the opportunity to apply your learnings to a case study within a supported framework, with the support of your peers and your academics. You're not solving this alone.



Entry without a bachelors degree

At Southern Cross University, we believe you shouldn't be held back by your previous education and that experience speaks for itself. Which is why we offer entry to online masters degrees through work experience, and without having completed a bachelors degree. You can enter straight into our online MBA as your first postgraduate qualification, provided you meet the entry criteria. This makes our MBA one of the most accessible masters courses in Australia.



Support every step of the way

Online learning doesn't mean you're going at it alone. As a valued member of the SCU community, you will have your own dedicated Student Success Advisor to assist you through your online study journey, as well as access to your fellow peers, library services and peer mentoring programs. You may also lean on our academics, who are available to provide support to students however possible.

THE SCU ONLINE LEARNING ENVIRONMENT

Our flexible, accelerated course gives you 24-hour access to your coursework so you can fit your studies around your busy schedule. The student experience at Southern Cross University Online is every bit as community-oriented as on-campus learning. Coursework is interactive and you'll stay connected with academics and peers.

Our learning platform, PERCI, has been specifically designed to offer the best online experience for busy students, who may also be working full-time. When you study online, content is delivered to suit a variety of learning styles and enhance outcomes. Each unit is delivered via its own mini website so you can keep track of everything you need for each topic, all in one place. You can:

- ✓ Track your progress through course material with the progress tracker.
- ✓ Click continue or resume and be taken back to where you were during your last study session.
- ✓ Use live chat to talk with peers in real-time.

The screenshot shows a web browser displaying the SCU Online Learning Environment dashboard. The dashboard is titled "WELCOME" and features a progress tracker showing "20% complete". Below the progress tracker, there are several widgets: "CONTINUE" (Resume reading of Week 3, Page 4), "TIPS" (Get started on the online dashboard), "YOU ARE PART OF" (Group 1), and "WEEK 1" (Started 15/12/2018 9:00AM AEST). The "WEEKLY CONTENT" section shows two columns for "WEEK 0" and "WEEK 1". "WEEK 0" includes "Orientation Week" with a progress bar and a list of tasks: "0.1 Welcome", "0.2 What can I research?", "0.3 Unit assessment", "0.4 What will the final product look like?", and "0.5 O-Week: Getting started". "WEEK 1" includes "What is Research? - Identifying Research Problems and Opportunities" with a progress bar and a list of tasks: "1.1 Introduction", "1.2 Knowledge as a resource for competitive advantage", "1.3 Evidence based research", "1.4 Identifying problems and opportunities for research", "1.5 Developing research questions or research aims", and "1.6 Planning and agreeing on the research brief". The "COURSE INFORMATION" section includes "Facilitator Name" (with a placeholder for a name and a "read more" link) and "Industry Research Project Part A" (with a "Bibliography" link). The "Bibliography" link leads to a list of references: "Davenport, T. (2013). Keep up with your quant!, Harvard Business Review, July-August, pp. 120-125.", "Scott, T., Marnion, R., Davies, H & Marshall, M. (2003). The Quantitative Measurement of Organizational Culture in Health Care: A Review of the Available Instruments, Health Services Research, vol. 38, no. 3, pp. 922-945.", and "Hinkin, T. (1998). A Brief Tutorial on the Development of Measures for Use in Survey Questionnaires, Organizational Research Methods, 1(1), 109-132."



The benefit of doing an online course is the fact I can do it when I want to - it's flexible, it gives me the opportunity to work as well as have time with my family and friends on the weekends.

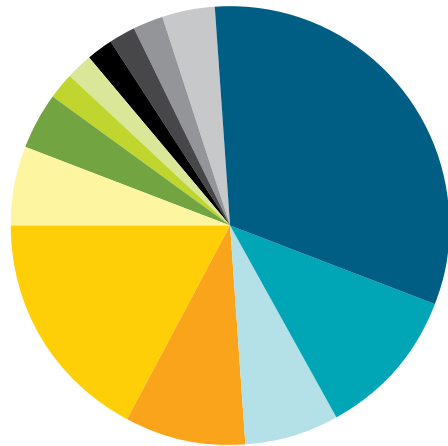
Courtney Geritz

MBA Graduate
Southern Cross University Online

OUR MBA STUDENTS

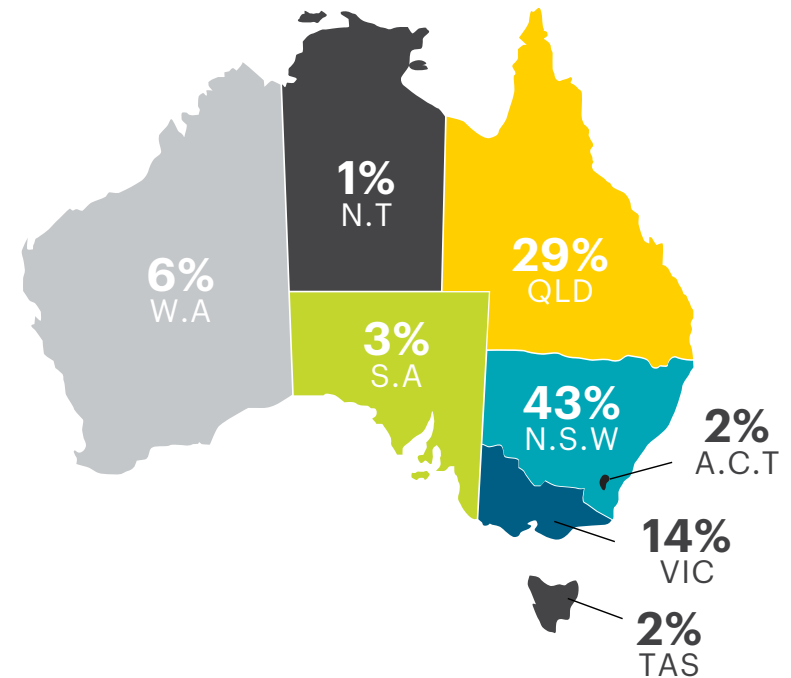
The MBA is a versatile degree that prepares graduates for jobs across all industries. Our current MBA students are working across corporate, government and not-for-profit organisations. They work across industries such as healthcare, education, financial services, industrial products and services, mining, and more.

Industries our students work in

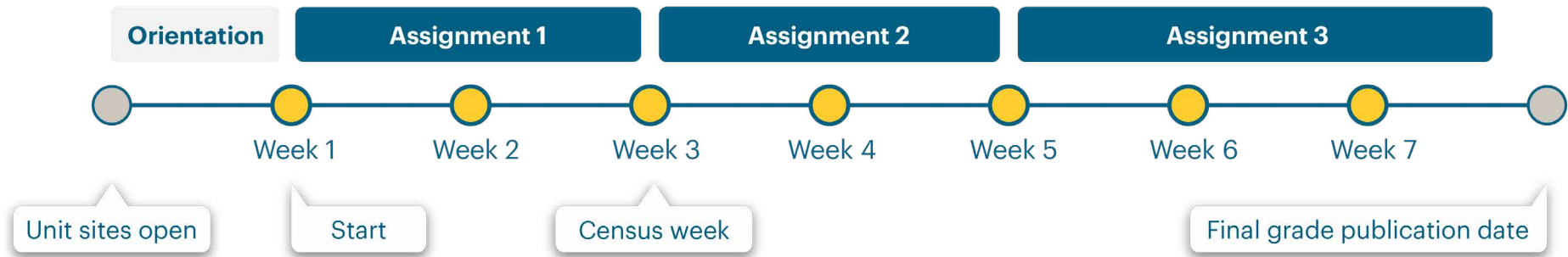


Product/services	31%
Education	11%
Finance/accounting	7%
Government/non-profit	9%
Healthcare/pharmacy	17%
Manufacturing	6%
Tourism	4%
Aged care	2%
Energy/utilities	2%
Hospitality	2%
Mining	2%
Retail	2%
Consulting	4%

Where our students call home



A TYPICAL STUDY PERIOD AT SCU ONLINE



We're here to answer your questions about online study and to help you find the right course.

We're ready when you are - your time starts now.
Speak to an Enrolment Advisor to find out more.

[SCHEDULE A CALL](#)

MEET OUR STUDENTS

Paul Betts and Jake McArthur

SCU Online MBA Students

Hear from two of our MBA students about their experience studying with SCU Online.



Paul Betts



Jake McArthur

MEET THE COURSE COORDINATOR

Owen Hogan

Owen Hogan is the MBA Course Coordinator and a lecturer in entrepreneurship and innovation management at Southern Cross University. He started his professional life as a musician and founded an entertainment management business. Owen then joined the public sector and led service quality and innovation teams for the Federal Government Department of Human Services.

After spending time in the UK implementing service delivery improvements for local government, he returned to university to study composing, releasing an album and producing television commercials. Owen later joined Southern Cross University, managing accreditation and business development projects. Eventually, he became the Executive Officer of the business school, focused on academic innovation and developing strategic partnerships.

Owen's PhD examined the purpose and legitimacy of Australian public business education. After graduating he became a full-time academic and was responsible for writing and teaching the university's first interdisciplinary design thinking unit, Create: Innovate: Change and leading the implementation of a new university-wide major in Entrepreneurship and Innovation.

Owen has produced a range of research across higher education policy, entrepreneurship, the circular economy and service design. He works closely with industry helping to address sustainability challenges. Owen maintains his connection to the creative industries through live performance, session work, and as a business partner in a thriving performing arts school.



COURSE OVERVIEW

HOW YOU'LL STUDY

Start studying sooner

There are six study periods a year: January, March, April, July, August and October. Based on your individual study schedules and unit requirements, you could complete the units you need to qualify for your degree in as little as 16–32 months.

Units of study

There are 12 core units, two elective units and a compulsory, double-weighted Industry Research Project.

General MBA

In a general MBA, you can choose any two electives from any area of specialisation. For example, you could study one elective from Information and Knowledge Management, and one elective from Managing and Leading People.

Specialisations

If you choose to specialise, you will undertake two specific elective units that align with your chosen specialisation. These four specialisations include:

- ✓ Accounting
- ✓ Health Services Management
- ✓ Information and Knowledge Management
- ✓ Managing and Leading People

FLEXIBLE ENTRY AND EXIT POINTS

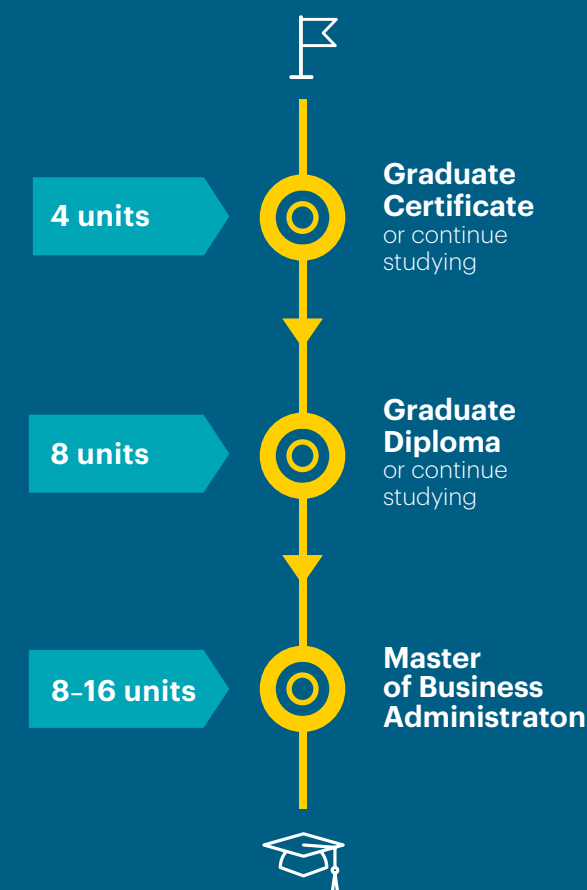
We support our students to help them achieve their goals. However if you need to exit your MBA earlier than expected, you could still receive a postgraduate business qualification, depending on the number of units you have completed.

To graduate with a **Graduate Certificate in Business**, you will need to complete the following four units of study:

- ✓ Accounting for Managers
- ✓ Management Communication
- ✓ Organisational Behaviour
- ✓ Business Analytics

To graduate with a **Graduate Diploma in Business**, you will need to complete eight units of study, including the four units listed above, along with the following four units:

- ✓ Global Business
- ✓ Project Management Principles
- ✓ The Positive Leader
- ✓ Digital Marketing



The number of units to complete can fall between 8–16 units. This is dependent on your previous education and experience. For example, some students are approved for Advanced Standing, which can potentially reduce the number of units studied.

Southern Cross University offers both online and on-campus versions of the MBA. This publication refers to the online version. Please check the Online MBA course listing at online.scu.edu.au for more information.

COURSE STRUCTURE

Core units (compulsory)

- [Management Communication](#)
- [Organisational Behaviour](#)
- [Business Analytics](#)
- [Accounting for Managers](#)
- [Digital Marketing](#)
- [Finance for Managers](#)
- [Corporate Governance for Managers](#)
- [The Positive Leader](#)
- [Project Management Principles](#)
- [Global Business](#)
- [Strategy and Case Analysis](#)
- [Managing Information Systems](#)

Specialisations:

For the general MBA, you can choose any two units as electives, or if you choose to specialise, you will undertake two specific units that align with your chosen specialisation. For both options, you will also undertake the Industry Research Project.

ACCOUNTING

- [Business Accounting for Managers](#)
- [Business and Corporation Law for Managers](#)

HEALTH SERVICES MANAGEMENT

- [Building a Professional Portfolio](#)
- [Leading Change in Healthcare](#)
- [Governance and Accountability in Healthcare](#)
- [Strategic Planning and Management in Healthcare](#)

INFORMATION AND KNOWLEDGE MANAGEMENT

- [Managing Digital Enterprise](#)
- [Data Management](#)

LEADING AND MANAGING PEOPLE

- [Organisational Change and Development](#)
- [Human Resource Management](#)

Industry research project:

(Double weighted and compulsory)

- [Industry Research Project: Part A](#)
- [Industry Research Project: Part B](#)



Learn more

Learn more about [entry requirements](#) and how to [apply for this course](#) now.

YOUR STUDENT SUCCESS ADVISOR

Chris Nguyen – Student Success Advisor



How does a Student Success Advisor connect with students?

We aim to build strong relationships with our students. We check in with them at several points throughout their studies, starting with the first welcome call right up to their graduation. By sending them timely text messages, emails or phone calls, we make sure that they have the support that they need throughout their study journey – all to ensure that they achieve their goals.

We take our role as their cheerleader, supporter and go-to person for all non-academic queries seriously (and we know who to point them to for their academic queries). We're always accessible whenever they need help. And getting to us is as simple as booking a phone call appointment at your preferred time, or giving us a call or sending us an email using the contact details in our email signature.


How do you help make each student journey a success?

Online study is a new experience for many, so we want to make sure we're there with and for students from the beginning, to assure them that they have a dedicated advisor who can assist them through ever-changing life responsibilities.

Our assistance ranges from equipping them with study resources and on how and when to complete their enrolment, to navigating the SCU Online learning environment and accessing the university's support services – we want to assist students into a place where they can study with confidence. By reminding them of their key dates, upcoming deadlines and unit availabilities, we ensure they are on track in their study journey, and that their personalised degree path is the quickest path to graduation.

Why do you think your role is important?

We are closing the gap on remote education. We are not just here to send students off with important dates and only see them on the other side. We are involved in their study journey, providing them with tailored guidance and direction and supporting them through their challenges. Watching them achieve great things is really rewarding.



**“My Student Success Advisor
provides an empathetic ear
and suggests resolutions
when I’m having issues.”**

Mary Bromley

MBA Graduate
Southern Cross University Online

HOW TO FIT STUDY INTO YOUR LIFE

Thanks to the convenience and flexibility of online study, completing a masters degree has never been more achievable.



Set goals and write lists

Make a list of study goals and tick them off when you complete them. Not only will it motivate you and give you a sense of achievement, it will help you feel in control and reduce study stress.



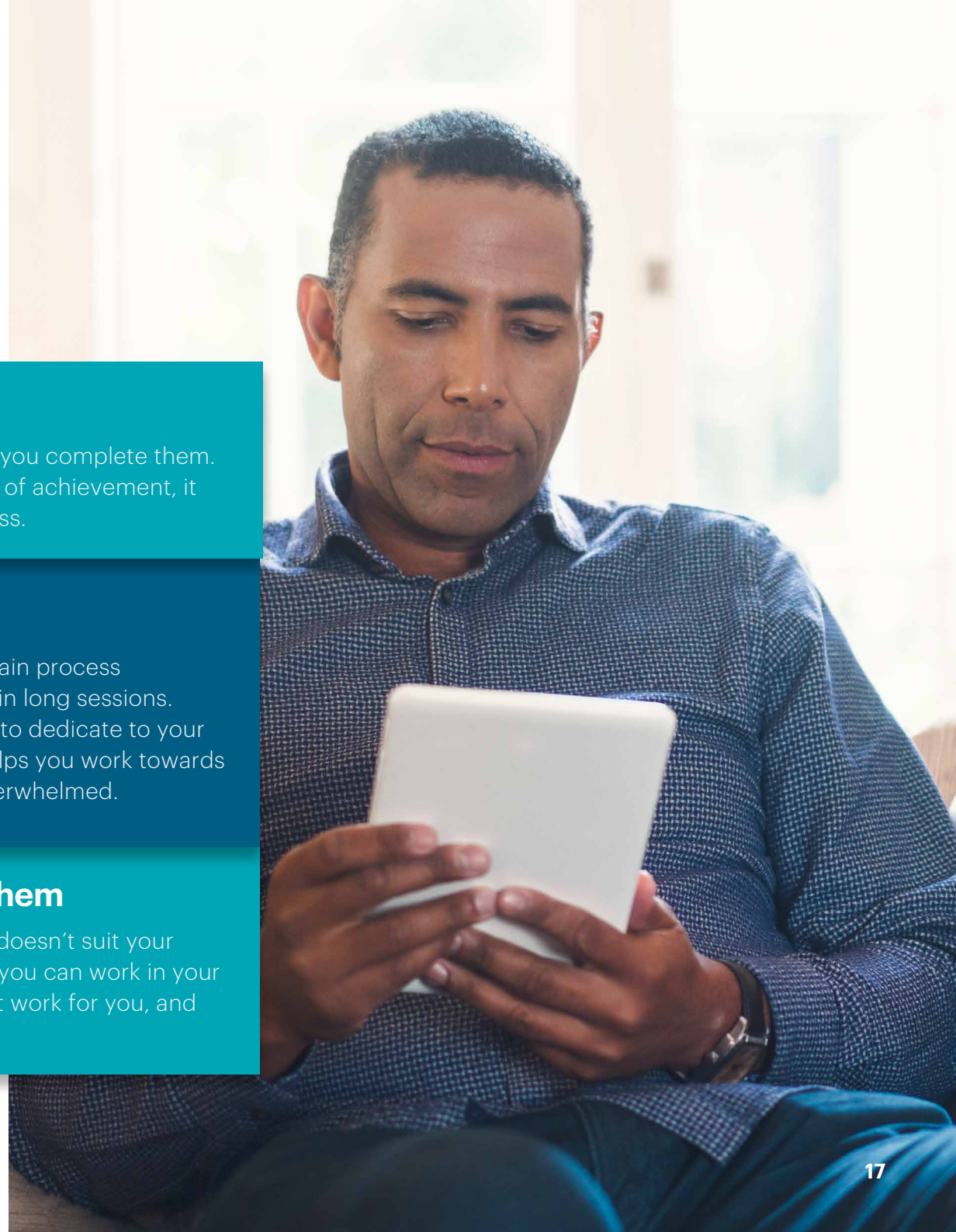
Make use of your downtime

Short study sessions help the synapses in your brain process information much better than lots of information in long sessions. Try setting aside 30 minutes before or after work to dedicate to your study. Chipping away at your studies regularly helps you work towards achieving your study goals without becoming overwhelmed.



Know your distractions and limit them

If you know that a particular time of day or place doesn't suit your study habits, avoid it. Schedule your time so that you can work in your ideal setting. Be aware of what does and does not work for you, and ensure you stick to it.





A DAY IN THE LIFE

Trent Playford

Pharmacy Owner and current MBA student

I am a community pharmacy owner on the Central Coast of NSW and the President of the Central Coast Pharmacists Association. During my MBA course, I became a first-time father. I enjoy training for and competing in Ultra Marathons. I undertook the masters program to improve my business and to future-proof my skills, rather than be heavily reliant on the pharmacy industry. I found the course's flexibility worked well with my lifestyle and work commitments.

Student supplied information shows what a day in life may look like. We recommend that students commit to 20 hours of study per week for each unit. This can vary depending on learning style, weekly workload and study habits.

During the week...

5:45am

Wake up and head to the gym or out for a run.

8:30am - 6:00pm

During this time, I work as a community pharmacist. I try to utilise any downtime to review assignments and prepare a schedule for completing assessment work.

7:30pm

Eat dinner and have some downtime.

During the weekend...

Saturday

I spend mornings at kinder-gym to tire out the little man. While he sleeps in the afternoon and into the evening, I use this time to complete assessments.



7:00am

Arrive home and wake up my son, change him and prepare his bag for the day. I have a shower and enjoy a breakfast smoothie.

6:30pm

Arrive home from work to bath my son. Help him get ready for bed, then cook dinner while my wife puts him down to sleep.

8:30pm - 10:30pm

I set this time aside to complete readings and begin my research for the assessment tasks.

Sunday

Family time!



A DAY IN THE LIFE

Kara Robinson

Sales coordinator and current Graduate Diploma of Business student

I work full time and maintain a healthy work-life balance, while completing my studies.

I currently work for a small business as a Sales Coordinator, however I am also providing the business with monthly reporting and analytics, project management, business support, event coordination and continuous improvement activity.

Once I graduate I'll be able to develop my career in project management and business support, and find a role in continuous improvement at a large business.

Student supplied information shows what a **day** in life may look like. We recommend that students commit to 20 hours of study **per week** for each unit. This can vary depending on learning style, weekly workload and study habits.

During the week...

9:00am

Get to work and make coffee, while catching up with work colleagues.

1:00pm

Prepare data to present at the Sales Meeting.

6:00pm

Walk my dog and debrief the work day with my partner.

7:30pm

Start reading weekly content.

During the weekend...

Saturday

Have a coffee and study in the morning until 1.00pm. After lunch, it's time for social activities.



12:00pm

Eat lunch while planning my study for the next seven weeks around my social events. I also like to read through my assignment information.

1:30pm

Run the Sales Meeting.

6:30pm

Prepare and eat dinner.

9:00pm

Watch Netflix.

Sunday

Enjoy social activities in the morning and beginning of the afternoon. Study from 3.00pm until dinner.

ADMISSIONS



ENTRY REQUIREMENTS



To qualify for entry into the Master of Business Administration, you must demonstrate your professional standing.

You should either have a bachelors degree (or a similar qualification), or have at least five years of managerial experience that the School Board, upon application, regard as equivalent to a degree.

You must also be proficient in English.

FEES AND FINANCIAL ASSISTANCE



Unit price: \$3,080*

The total cost of the degree will depend on whether you end up completing the full MBA (which includes 16 units) and whether you are eligible for advanced standing ([see next page](#)).

The government loan scheme that applies to most postgraduate courses is known as FEE-HELP. Australian citizens and holders of a Permanent Humanitarian visa who are residing within Australia are eligible to access FEE-HELP.

Using this program, you can borrow enough money from the Commonwealth Government to cover your course fees. Once your income reaches a certain level, you will pay the loan back via the tax system.

For more information on fees and the FEE-HELP loan, call us on [1300 863 819](tel:1300863819).

*2024 domestic student fees are shown and are subject to change. An additional \$30 Student Services Amenities Fee applies to each unit. If you are planning to study in your own country outside of Australia, please contact us to discuss your fees.



ADVANCED STANDING

Southern Cross University recognises relevant prior learning through a process known as advanced standing. It's a way of giving credit to a student when we can see that they already possess knowledge and skills covered in one or more units.

If you have a relevant undergraduate degree, formal or informal learning, and/or extensive managerial experience, you may be eligible to receive advanced standing.

If you've already completed a Graduate Diploma or a Bachelor in Business (Honours) degree, you may receive advanced standing. This means you could complete your degree in under two years.

This publication is a guide to Southern Cross University Online Master of Business Administration. The information set out in this publication is an expression of intent only and should not be taken as a firm offer or undertaking. The information contained in this publication is correct at time of release and the University reserves the right to make alterations to any information contained within this publication without notice.

Copyright Southern Cross University December 2022.

How to apply

A Student Enrolment Advisor can help determine whether you have the study prerequisites and/or work experience required to gain entry into the degree.

They will give you advice on advanced standing and help you gather all the documents and evidence you'll need to apply, including your CV, transcripts and certificates from any past studies and evidence of your English language skills (if you speak English as a second language).



Visit online.scu.edu.au/apply



Speak to an enrolment advisor on **1300 863 819**

Monday – Tuesday: 8am – 6pm
Wednesday – Thursday: 8am – 7pm
Friday: 8am – 5pm

Alternatively, you can **schedule a call** with one of our advisors today.



Southern Cross University

If you have any questions about the Southern Cross University Online MBA, our dedicated Student Enrolment Advisors are here to help.

You can reach them on **1300 863 819** or click below to schedule a call.



SCHEDULE A CALL



UNITS OF STUDY

MANAGEMENT COMMUNICATION

This unit will develop the skills for effective written and verbal communication in business and management. You'll learn how to prepare and deliver clear, powerful messages as an individual and in a group setting. You'll analyse the strategies which help to manage the writing process – that is, to plan, write and edit a series of business documents.

Upon completion, students will have an understanding of key theories behind communicating for a business. You'll also hold the ability to identify and apply the principles of academic integrity and literacy to workplace marketing and communication projects.

IN THIS UNIT, YOU WILL STUDY:

Communication theories and concepts

- The communication process
- Communication strategies, styles and choices

Managing the writing process

- Business versus academic writing
- Academic integrity, literacy and referencing

Written skills: Evaluation and comparison

- Structuring evaluation in writing
- Comparative writing

Written skills: Persuasion and analysis

- Persuasive writing techniques
- Critical thinking – generating ideas
- Analysing, applying knowledge, reasoning and drawing conclusions

Written skills: Persuasion and analysis

- Persuasive writing techniques
- Critical thinking – generating ideas
- Analysing, applying knowledge, reasoning and drawing conclusions

Structure and style

- Written stylistic considerations
- Oral presentations: preparing to speak
- Accessing discussions

Communicating among people

- Interpersonal communication
- Group communication
- Communicating in a diverse world
- Communicating across cultures

COURSES

You can study this unit as part of the [Master of Business Administration](#)

Learning outcomes

- Identify different forms and theories of management communication
- Apply skills to manage the writing process
- Apply principles of academic integrity and academic literacy
- Write clear and concise business documents
- Apply effective communication skills, both individually and in diverse groups

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

ORGANISATIONAL BEHAVIOUR

The study of organisational behaviour is essential to becoming a successful manager or future leader. You'll analyse factors influencing the dynamics of organisational culture and develop communication skills to prepare you for leadership roles in corporate environments.

Learn how to deal with conflict and change, while developing an appreciation for the employee diversity. Cultivate critical thinking and proactive problem-solving skills, then put them into practice. Make links between employee behaviour and organisational restructuring, and understand the values that can come about from positive workplace culture.

IN THIS UNIT, YOU WILL STUDY:

Organisations and the individual

- Management and organisational behaviour: an overview
- Diversity of internal and external environments of the organisation
- Human behaviour and individual difference of employees
- Solving problems and making decisions

Interpersonal and group processes

- Understanding and managing inter-group dynamics
- Communicating effectively in organisational settings
- Managing collaboration and conflict

The organisational system

- Organisational structure and design
- Organisational culture and ethical behaviour
- Managing organisational change and development.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Healthcare Leadership](#), [Master of Engineering Management](#), [Graduate Diploma in Business](#) or [Graduate Certificate in Business](#).

Learning outcomes

- Identify relevant management functions and the implications of working in a diverse organisational environment
- Discuss and critically analyse the determiners of behaviour of people as individuals and in groups, in organisational settings in the workplace
- Implement problem-solving and decision making techniques
- Explore the practical applications of organisational behaviour for effective communication and managing people through collaboration and conflict
- Analyse and evaluate contemporary issues relevant to the study of organisational design, culture and change

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

BUSINESS ANALYTICS

Introduces students to business analytics. Explore statistical tools to analyse and model real-world situations. Learn to hypothesise, test, interpret and communicate the results of business and economic data. Excel is used for statistical calculations.

IN THIS UNIT, YOU WILL STUDY:

- Introduction to business analytics
- Probability and data modelling
- Statistical distributions
- Confidence interval estimations
- Hypothesis testing
- Introduction to regression modelling

COURSES

You can study this unit as part of the [Master of Business Administration](#) or [Graduate Diploma in Business](#).

Learning outcomes

- Critically analyse and interpret business and economic data to inform decision making
- Critically evaluate business and economic data that is characterised by uncertainty
- Analyse and apply regression modelling techniques to evaluate and inform decision making

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

ACCOUNTING FOR MANAGERS

This unit introduces students to the fundamentals of financial and management accounting viewed from the perspective of the business manager. The focus is on critical evaluation of accounting information contained in financial statements and management accounting reports for use by managers to inform responsible decisions. Adopt a managerial and analytical approach to the financial aspects of business management. You will understand the methods used in financial reporting and interpretation, while applying these principles to business practice. You will learn how to respond to factors that influence company cash flow and profit, and establish critical thinking in terms of future financial planning and control. By recognising how finance affects other areas of a business – complemented by a sound understanding of applied financial management – you will be perfectly placed for career advancement.

IN THIS UNIT, YOU WILL STUDY:

- Introduction to accounting and measuring and reporting financial position
- Measuring and reporting financial performance and cash flows
- Analysis and interpretation of financial statements
- Cost-Volume-Profit analysis and costing
- Planning and control
- Working capital management and financing the business.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Education](#) or [Master of Engineering Management](#).

Learning outcomes

- Read and interpret financial statements for a business entity
- Analyse and critically evaluate business performance and position using information contained in financial statements
- Analyse business internal accounting information to evaluate working capital management performance of a business
- From cost and revenue data, apply techniques in deciding upon alternative courses of action and implements budgets in decision-making for an organisation
- Choose and organise relevant financial information in deciding the appropriate financing strategy for a business

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

DIGITAL MARKETING

Design digital marketing strategies using key digital tactics and techniques. Learn how to develop well-structured digital marketing plans and undertake a digital marketing campaign. Each topic explores the technologies associated with digital marketing processes such as data, analytics, automation and AI. Students will learn how to use the current digital marketing channels and tools to better reach online audiences.

IN THIS UNIT, YOU WILL STUDY:

- The evolution and importance of digital marketing
- Core digital marketing channels and tools
- Creating and managing digital content
- Connecting with customers in the digital space
- Data and analytics
- Developing digital marketing strategies and campaigns

COURSES

You can study this unit as part of the [Master of Business Administration](#) or [Graduate Diploma in Business](#).

Learning outcomes

- Demonstrate creativity and innovation in the application of digital marketing strategies
- Analyse and apply key digital marketing tools
- Develop an ability to understand and utilise key data analytical tools
- Undertake a digital marketing campaign

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

FINANCE FOR MANAGERS

Thanks to globalisation and worldwide market volatility, there has never been a better time to study finance in a business context. Covering a range of topics from risk and return to budget distribution, this unit provides a comprehensive understanding of modern finance.

You'll explore the business relationship between time and money, making links between bonds, interest rates and strategic decisions from a managerial perspective. You'll grow increasingly familiar with planning tools, and walk away capable of applying effective financial management to business environments. If you're looking to diversify your potential, enrolling in this unit is a great first step.

IN THIS UNIT, YOU WILL STUDY:

- Introduction to finance and its context
- Time value of money I
- Time value of money II
- Bonds and interest rates
- Risk and return
- Capital budgeting decisions
- Capital budgeting cash flow estimation
- Capital budgeting and risk
- Capital structure and financing
- Payout policy

Learning outcomes

- Identify business financial decisions, their impact on value and the broader financial and regulatory environment in which these decisions are made
- Apply the techniques of financial mathematics to analyse finance problems and opportunities
- Measure risk and return and explain the risk-return trade-off and diversification
- Evaluate capital investments using appropriate capital budgeting techniques
- Compare and appraise alternative financing sources, capital structures and payout policies

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

CORPORATE GOVERNANCE FOR MANAGERS

Become privy to the ins and outs of corporate governance. Examine how it has evolved, where responsibilities and accountability lie, and what consequences it has on shareholders, managers and directors of publicly-held companies. Content will also cover global business environments and their relationship to governance procedures.

Upon completing the unit, you'll develop a deep understanding of corporate social responsibility and how to best apply it as a manager, in a way that supports and drives business outcomes.

IN THIS UNIT, YOU WILL STUDY:

- Introduction to corporate governance and directors roles and responsibilities
- Corporate ownership, power, performance and accountability
- Board knowledge, committee structure and codes of conduct
- Board review and development and corporate strategy and performance measurement
- Corporate governance in the global business environment and in diverse organisational settings
- Corporate governance and corporate social responsibility.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Engineering Management](#) or [Master of Project Management](#).

Learning outcomes

- Integrate advanced theoretical corporate knowledge across a range of disciplines drawing from internationally significant business cases
- Critically apply advanced theoretical and technical corporate governance knowledge and skills to solve emerging and/or advanced corporate governance problems
- Demonstrate the capacity to exercise judgement under minimal supervision to solve emerging and/or advanced corporate governance problems in complex contexts using social, ethical, economic, regulatory and global perspectives
- Justify and communicate corporate governance advice, guidance and ideas in complex collaborative contexts involving both professionals and non-professionals in the corporate governance field

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

THE POSITIVE LEADER

This unit will prepare you for a bright future in leadership or management, applying the required skills to a global business setting. You will explore a diverse range of leadership styles, and take on a reflective approach to establish your personal strengths and goals.

Your management and leadership abilities will be evaluated through active unit participation, as you apply your skills to various situations. You will study leadership and management theory and its prevalence in the west, while taking a philosophical and political approach to the psychological elements of managing and leading people.

IN THIS UNIT, YOU WILL STUDY:

- Positive leadership models
- How do authentic leadership and psychological capital fit together?
- Providing organisational support for employees: the role of LMX to increase employee outcomes
- Providing individual support for employees: the impact on employees and what organisations can do to increase individual support
- Leadership and change
- The language of positive leadership.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Education](#), [Master of IT Management](#) or [Master of Project Management](#).

Learning outcomes

- Differentiate types of leadership required for developing engaged employees based on awareness and respect of group diversity
- Relate authentic leadership, effective Leader-Member Exchange and management support and the psychological capital of employees based on the recognition and legitimacy of employee group differences
- Run a targeted evidence-based intervention for different types of employees to develop their competency to communicate in a professional setting based on listening to the views of participants and then re-directing the slant of the presentation to meet the needs of specific clientele
- Analyse and reflect upon an intervention to increase employee outcomes using a process of reflecting on how others received the training provided

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

PROJECT MANAGEMENT PRINCIPLES

This unit covers the foundation elements of managing business projects – from initial planning communication to project closure. You'll understand the principles behind project management, and become expertly aware of time, change, risk and procurement. You'll explore common obstacles within project management and develop a problem-solving attitude that can be applied to your future management endeavours.

Learn to work around project timelines with confidence, acting on initiative to adapt resources and improve efficiency where necessary. Becoming familiar with key project management tools which will further enhance your credibility in terms of future employment.

IN THIS UNIT, YOU WILL STUDY:

- Project Management Introduction, Charter and kick-off
- Communication plan, WBS, and RACI
- Time Management and Cost Management
- Progress reporting scope change, and crashing
- Risk management and quality management
- Procurement, teams and project closure.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Engineering Management](#), [Master of IT Management](#) or [Master of Project Management](#).

Learning outcomes

- Identify and explain the processes involved in each stage of the project management life cycle
- Demonstrate a thorough knowledge of the Project Management Body of Knowledge; terminology; principles and applications
- Explain the internal and external roles and responsibilities and present within project management teams
- Critique current trends in project management research and practice
- Synthesise and reinterpret a past or existing project using PMBOK terminology and frames

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

GLOBAL BUSINESS

This unit examines the challenges confronting the global business manager, and give you the knowledge you need to understand and operate successfully in the global business environment. Become a strategic, critical-thinking manager who is able to swiftly adapt to any international business setting. In this unit, you will also learn about the development of global business strategy, addressing strategic management, entry strategies, organisational design and the functional areas of marketing, finance and human resource management.

Armed with this knowledge, you will evolve with more of a strategic mind-set and apply important factors to the development of entry strategies and marketing strategies. You will appreciate the functional areas of marketing, finance and human resource management from the perspective of a global business manager, and understand how to adapt to the varied environments that come with international operations.

IN THIS UNIT, YOU WILL STUDY:

- The global marketplace
- International trade theories, government intervention and emerging markets
- Differences in political economy
- Cultural empathy and social responsibility
- Managing global business
- Global marketing strategies.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Engineering Management](#), [Master of Project Management](#) and [Graduate Diploma in Business](#).

Learning outcomes

- Discuss global markets and the theories that underpin global trade
- Assess the opportunities and threats in the global business environment
- Understand cultural risk and evaluate its impact on ethics and social responsibility of global businesses
- Recommend effective marketing and management strategies for global businesses

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

STRATEGY AND CASE ANALYSIS

This unit allows you to explore the world of strategy within business environments, using case studies to demonstrate strategic management skills in real-world settings. You will adopt analytical, interpretive and evaluative approaches to organisations and their markets, developing an understanding of what influences business strategies.

As aspiring managers, this unit will help you lead and manage strategic change, allowing you to incorporate elements into your own development process. You will understand the purpose of strategy, how to implement vision and learn to adapt plans to meet international business needs.

IN THIS UNIT, YOU WILL STUDY:

- Strategy and the environment
- Strategic capabilities, strategic purpose and culture
- Business and corporate strategy
- International strategy, innovation and entrepreneurship
- Managing strategic change and the practice of strategy
- Organising for success.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of IT Management](#) or [Master of Project Management](#).

Learning outcomes

- Critically discuss the theories, concepts and models of strategic management and its place in the practice of management and business
- Think strategically about an organisation, its context and position, its long-term direction and viability, its capabilities, the effectiveness of its strategy, and its capacity to secure sustainable competitive advantage
- Apply strategic management frameworks and tools to conduct strategic analysis, make appropriate strategic choices and implement effective strategies
- Have developed skills and competencies in analysis, interpretation, planning, design, and implementation strategies
- Integrate and synthesise knowledge and skills gained in earlier units and be able to have a sophisticated, whole-of-organisation understanding of strategic practice
- Analyse and manage strategy ethically and in proper regard to context, including its relation corporate social responsibility, international and diverse environments, multiple stakeholders and to internal relations and politics

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

MANAGING INFORMATION SYSTEMS

Discover all you need to know about information systems from a managerial point of view. In addition to learning how resources can be used effectively to achieve competitive advantage, you will grasp how to make connections between information systems and business efficiency, and understand the importance of proper implementation and evaluation.

By looking at global external factors and the implications of IT in business, you will hone your decision-making and knowledge management skills.

IN THIS UNIT, YOU WILL STUDY:

- Overview and foundation: information systems in organisations
- Information systems for competitive advantages
- Information systems: planning, developing and implementing information systems
- Information systems: infrastructure management (hardware, software and networks) and data resource management
- Information systems for business operations (internal and external relations)
- Information systems for decision support, collaboration and knowledge management
- Security, ethical and global implications of information systems
- Challenges/issues, trends and future directions.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of IT Management](#) or [Master of Project Management](#).

Learning outcomes

- Explain the alignment between the information strategies and business strategies of their organisations to achieve sustainable competitive advantage
- Understand the role of information systems in supporting operations and decision making in the organisation
- Analyse trends, developments and critical issues of information systems
- Discuss security, ethical and global implications of information systems
- Plan, develop and implement information systems from a managerial perspective to improve the performance of their organisations

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

BUSINESS ACCOUNTING FOR MANAGERS

If you're a leader, this unit will add value to your everyday professional life. You'll cover important accounting principles that make up the core of business management; from recording transactions in journals and ledgers to preparing financial statements. Exercise your analytical skills, carry out complex numerical tasks and extract data, quickly and efficiently. You'll walk away with the tools to help make educated business decisions, identifying opportunities and communicating with senior stakeholders confidently.

IN THIS UNIT, YOU WILL STUDY:

- Introduction of bookkeeping system: double-entry accounting
- Accounting for retail business: sales and purchases
- Accounting for business I
- Accounting for business II
- Accounting for business III
- Financial statements.

COURSES

You can study this unit as part of the [Master of Business Administration](#) or [Master of Project Management](#).

Learning outcomes

- Understand the concepts of double entry accounting and accounting cycle
- Analyse accounting information and record business transactions in financial documents within accounting cycle
- Present, analyse and interpret financial information using the language of business to communicate with stakeholders effectively
- Understand internal control and AASB regulatory framework that govern the measurement and disclosures of accounting information

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

BUSINESS AND CORPORATION LAW FOR MANAGERS

If you're looking to incorporate a strong legal background into your leadership style, Business and Corporation Law for Managers is made for legal-minded business professionals. It explores the role of law in regulating society as well as local and global business environments. It also examines contract law and the concepts of separate legal entity, formation, operations and corporate governance. You will analyse how the law relates to directors, managers and the rights of members.

With business application, a focus on company internal rules and corporate insolvency, this unit will prepare you for a managerial career with an understanding of the business legal system.

IN THIS UNIT, YOU WILL STUDY:

- The Australian legal system
- Contract law 1
- Contract law 2
- Agency, business structures, company incorporation and its consequences
- Company internal rules and membership
- Company management, corporate insolvency.

COURSES

You can study this unit as part of the [Master of Business Administration](#) or [Master of Project Management](#).

Learning outcomes

- Recognise the structure of the legal system and identify the sources of law in Australia
- Analyse the key principles and features of contract law
- Identify and analyse the legal aspects of business transactions, partnerships and companies, particularly in respect of the rights, obligations, duties and liabilities of agents, partners, company members and directors
- Recognise and analyse the legal issues related to separate legal entity, formation, operation, administration and winding up of a company
- Develop analytical skills in the use and reading of cases, statutes and apply these skills in resolving complex law fact situations

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

BUILDING A PROFESSIONAL PORTFOLIO

Reflect on your own professional practice and learning through this unit, which provides support for students seeking to develop their portfolio. The aim is to showcase tangible evidence of high-level study, achieved against established professional standards. You will plan appropriate strategies to collect, select and reflect on evidence for inclusion in a professional portfolio.

This is designed to be a work-in-progress that showcases your successes and achievements, and a supplement to your CV that you can take with you throughout your career.

IN THIS UNIT, YOU WILL STUDY:

- Critical reflection on professional practice
- Standards of professional practice
- Quality evidence of professional practice and learning
- Professional portfolios.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Healthcare Leadership](#) or [Master of Project Management](#), [Master of Mental Health](#) and [Master of Mental Health Nursing](#).

Learning outcomes

- Reflect critically on own professional practice and learning
- Critically appraise the role of professional standards or competencies in informing professional practice and ongoing professional learning
- Plan appropriate strategies to collect, select and critique evidence for inclusion in a professional portfolio

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

LEADING CHANGE IN HEALTHCARE

This unit will guide you to evaluate and critically reflect on leadership to apply that knowledge to drive change and innovation within health and social care. Explore organisational environments in depth to identify and respond to opportunities for change, applying various leadership theories in a healthcare context.

In this unit, you'll develop the ability to critically apply relevant leadership capabilities and policy to the process of implementation. You will be able to evaluate and sustain innovative practices within health and social care work environments.

IN THIS UNIT, YOU WILL STUDY:

- Contexts and mechanisms influencing innovation
- Strategic policy impacting upon operational implementation of innovation within clinical environments
- Exploration of leading self and others through a range of leadership models
- Psychological constructs influencing implementation of innovation
- Applying principles of evidence and evaluation to support innovative change within clinical settings
- Formulating professional development plans for developing and maintaining capabilities to lead innovative change within clinical environments.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Healthcare Leadership](#) or [Master of Project Management](#), [Master of Mental Health](#) and [Master of Mental Health Nursing](#).

Learning outcomes

- Explore, in depth, the contexts of organisational environments to identify and respond to drivers supporting and negating opportunities for innovative change
- Apply a range of leadership theories to health and social care, organisational contexts to critically explore the efficacy of each theory in achieving innovative change
- Critically apply inter- and intra-personal leadership capabilities to the processes of leading, implementing, evaluating and embedding innovative clinical practices within health and social care organisational contexts
- Critically apply relevant policy, both operational and strategic, to the identified need for innovative change within their work-based contexts

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

GOVERNANCE AND ACCOUNTABILITY IN HEALTHCARE

Analyse the role of accountability with a healthcare perspective, as well as evaluating concepts of professional accountability within organisations. Students are encouraged to develop a critical approach towards examining their worldview of service improvement and effective clinical outcomes. The fundamental concepts of clinical governance are also explored and analysed.

This unit will allow you to review key principles of clinical accountability, while comparing practices and their impact on clinical decision-making. You'll find the link between accountability and governance, and develop a framework from which these can be evaluated and improved.

IN THIS UNIT, YOU WILL STUDY:

- Clinical accountability
- Clinical standards
- Clinical governance.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Healthcare Leadership](#) or [Master of Project Management](#), [Master of Mental Health](#) and [Master of Mental Health Nursing](#).

Learning outcomes

- Critically review the key principles of clinical accountability within the health care context
- Compare and contrast discipline-based practice codes and their impact on clinical decision-making
- Demonstrate the linkage between clinical accountability and clinical governance
- Develop a framework for service evaluation and improvement
- Report on the legal implications governing clinical accountability in health

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

STRATEGIC PLANNING AND MANAGEMENT IN HEALTHCARE

Examine health service management from a strategic and planning perspective. You'll explore the internal and external factors which impact contemporary health service environments.

Throughout this unit, you'll develop a range of skills relevant to being an effective and strategic health service manager. You'll critically evaluate the concept of strategic management, including the use of a strategic management model and the impact of the environmental factors. This will help you to identify strategic issues in healthcare, then formulate and implement strategic management plans. Apply principles and analyse the process of change in health service management, while considering their impact in a healthcare work environment.

IN THIS UNIT, YOU WILL STUDY:

- Health service management in practice
- Strategic management process in health services
- Environmental factors influencing healthcare management
- Strategy formulation, implementation and evaluation in health services
- Management of change in health services.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Healthcare Leadership](#) or [Master of Project Management](#).

Learning outcomes

- Critically evaluate the concept of strategic management and the use of a strategic management model
- Analyse and evaluate the impact of the environmental factors on health services and their management
- Critically analyse and evaluate a range of skills and attributes relevant to being an effective health service manager
- Identify strategic issues in health care and formulate and implement strategic management plans in relation to them
- Apply strategic management principles to the management of health services and consider their impact
- Incorporate the principles of justice and equity into planning and management of health services

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

MANAGING DIGITAL ENTERPRISE

In the modern world of business, an understanding of digital enterprise is key to successful leadership. Throughout this unit, you'll develop a working knowledge of IT within business settings and analyse the effect it has on operations.

By exploring digital technologies in terms of business to business (B2B) and business to consumer (B2C) enterprises, alongside the evolution of blogs and mobile applications, you'll become astute in dealing with the multifaceted area of digital business management. You will also study legal aspects of IT in business and assess future outlooks in a fast-paced, ever-changing environment.

IN THIS UNIT, YOU WILL STUDY:

- Digital enterprise basics
- Technology foundations for digital enterprise
- Business to consumer (B2C) digital enterprise: E-tailing and Internet marketing
- Business to business (B2B) digital business and supply chain
- Other types of digital enterprise: E-government, e-learning, e-publishing
- Consumer to consumer (C2C) digital business
- Blogs, wikis, online communities and social networks
- Mobile enterprise
- Electronic payment systems
- Planning and launching e-initiatives
- Success factors, challenges/critical issues, and future directions.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Engineering Management](#), [Master of IT Management](#) or [Master of Project Management](#).

Learning outcomes

- Examine the technologies and technology applications which enable digital enterprises for business
- Develop and apply expertise in recognising and analysing digital enterprise opportunities
- Examine security, ethical, societal, political, legal and global issues relating to digital enterprises
- Evaluate digital enterprise websites and systems

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

DATA MANAGEMENT

Provides students with an overall understanding of database concepts and theory. Students will learn the steps required to design and build databases and the key elements required to manage and maintain databases in an enterprise. Furthermore, students will learn the importance of big data and security in database management.

IN THIS UNIT, YOU WILL STUDY:

- Database fundamentals
- Using databases and scripts
- Data modelling and database design
- Physical database design and client-server databases
- Database administration and security
- Big data and database warehousing

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of IT Management](#) or [Master of Project Management](#).

Learning outcomes

- Analyse and model business information requirements using the relational modelling technique
- Apply database design principles, methods and tools to design, build and test the functionality of a database
- Implement the key managerial functions for effective and secure administration of an enterprise's databases
- Articulate the importance of big data and big data analytics to business managers and other stakeholders

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

ORGANISATIONAL CHANGE AND DEVELOPMENT

Change is often very necessary, and the execution of such change requires a diagnostic approach to business situation analysis. Learn how to recognise the need for change, and which internal and external factors may present obstacles during the transition process.

You will research and develop change strategies, as well as learn how to quickly adapt to changing environments and situations. After completing this unit, you'll be able to communicate change with conviction and vision, and drive the change process to sustain desired outcomes and efficiency.

IN THIS UNIT, YOU WILL STUDY:

- Mapping the terrain of organisational change and development
- The nature of change
- Models of organisational change
- Recognising and diagnosing the need for change
- Managing personal transitions
- Politics, power and leadership
- Communication change and motivating others
- The learning connection
- Strategies for change
- Interventions
- Evaluating and sustaining change.

COURSES

You can study this unit as part of the [Master of Business Administration](#) or [Master of Project Management](#).

Learning outcomes

- Sythesise theories and models of organisational behaviour, organisational change and development and their critiques
- Critique the range of change interventions in relation to their appropriateness to a range of research and evaluate critically the impact organisational change intervenes at all levels of an organisation
- Analyse organisational scenarios and critically discuss their effects on individuals, work groups and organisations

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

HUMAN RESOURCE MANAGEMENT

Adopt a strategic outlook to human resources (HR) as a whole, and impart visionary plans and processes which will help you become an effective, skilful leader. This unit expands a baseline level of knowledge, introducing you to the aims and goals of HR and its role in business. You will begin to critically evaluate strategies, and assess contemporary issues facing the Asia-Pacific region from a HR perspective. By applying HR to organisational strategy, uncover the internal and external effects of such management on a business environment.

Upon completion, you will have gained research skills through analysis of strategic planning models and processes. You'll be ready to integrate your understanding of strategic human resource management to your own managerial style.

IN THIS UNIT, YOU WILL STUDY:

- Introduction and context for Human Resource Management
- Human resource planning
- Employee relations and industrial relations
- Work design
- Talent attraction
- Talent retention
- Management of performance
- Strategic reward management
- Diversity and workplace health and safety
- Evaluating HRM.

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Education](#) or [Master of Project Management](#).

Learning outcomes

- Apply scholarly theory, concepts and practical processes to Strategic Human Resource Management (SHRM)
- Critically analyse the major HR functions, processes and players within an organisational context and appreciation of their role in strategic HR
- Research, analyse and cogently argue appropriate and creative solutions to human resource management issues in academic and workplace genres
- Write an original communication for a specific audience

Assessment

Please refer to the [teaching and assessment breakdown](#) for this unit.

INDUSTRY RESEARCH PROJECT

This unit is divided into two parts and studied across two consecutive study periods (double-weighted). You'll assess current literature and highlight problems for investigation. You'll use strategic research and data collection methods to fill in any research gaps. The commitment and dedication to effectively complete your research project will develop and demonstrate skills that can be easily transferred to your career.

The Industry Research Project is an exciting opportunity to practice self-management. You'll receive as much support from your SCU supervisor as you need and ultimately deliver a cohesive business report.

IN THIS UNIT, YOU WILL STUDY:

Part A

- What is research?
- Identifying research problems and opportunities
- Reviewing previous research literature
- Designing a research project
- Understanding data analysis
- Developing qualitative research tools
- Developing quantitative research tools

Part B

- Review of research tools
- Quantitative data analysis
- Qualitative data analysis
- Reporting to industry
- Actioning research

COURSES

You can study this unit as part of the [Master of Business Administration](#), [Master of Engineering Management](#), [Master of IT Management](#) or [Master of Project Management](#).

Please note, unit structure and content are subject to change. Contact your SCU Online student advisor on 1300 863 819 for more information based on your particular circumstances.

Learning outcomes

- Identify and justify business/industry related problems or issues worthy of investigation
- Create and present an ethical and achievable research design based on justifiable and evidence-based methods
- Critically review and synthesise literature with regard to relevant research problems and opportunities
- Develop, pilot and apply critical research tools that have the potential to solicit required data to analyse a given problem
- Creatively and effectively analyse data to reveal underlying patterns, themes and relationships
- Provide a professional report presenting research that is partial and relevant to the needs of targeted stakeholders
- Ethically and skilfully undertake data collection processes

Assessment

Please refer to the teaching and assessment breakdown for this unit.

[Industry Research Project: Part A](#)

[Industry Research Project: Part B](#)