

MC-BAMKTG Master of Business Administration/Master of Marketing

Year and Campus:	2016 - Parkville
CRICOS Code:	089359M
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Graduate/Postgraduate
Duration & Credit Points:	300 credit points taken over 24 months full time.
Coordinator:	Jim Frederickson
Contact:	<p>Melbourne Business School</p> <p>Currently enrolled students:</p> <p>Degree Program Services: Email: programservices@mbs.edu</p> <p>Future students:</p> <p>Admissions Office 200 Leicester Street Carlton Victoria 3053 Australia Tel: 61 3 9349 8200 Email: study@mbs.edu (mailto:study@mbs.edu)</p>
Course Overview:	<p>The dual program MBA/Master of Marketing program has two objectives. The first is to assist students to develop their capacity to become effective senior level general managers in a wide range of private, public and government organisations. The second objective is to equip students with an understanding of the issues involved in the analysis, planning, implementation, and control of marketing programs.</p>
Learning Outcomes:	<p>The main aims of the dual program are to assist students to develop their capacity to become effective senior level general managers in a wide range of private, public and government organisations and to equip students with an understanding of the issues involved in the analysis, planning, implementation, and control of marketing programs.</p> <p>Upon completion of this program, students should:</p> <ul style="list-style-type: none"> # Have a global perspective and an awareness of how cultural differences impact business. Achieving this outcome means that students should be able to: <ul style="list-style-type: none"> # Identify elements of culture # Develop recommendations for effective practices in different cultural environments. # Analyse global issues that impact on business and management # Work effectively in diverse teams # Be adept at analysing and evaluating evidence for management decision-making. Achieving this outcome means that students will be able to: <ul style="list-style-type: none"> # Appropriately apply and synthesis key business models to resolve problems # Translate management decision problems and decisions into quantitative form and conduct interpretive data analysis # Make decisions using evidence-based approaches # Be able to analyse the environment – both macroeconomic and competitive – in which a business operates. To achieve this outcome, students should be able to: <ul style="list-style-type: none"> # Appraise the macro-economic environment of business # Diagnose the strategic environment in which a business operates # Be able to integrate knowledge from multiple disciplines. Achieving this outcome means that students should be able to: <ul style="list-style-type: none"> # Integrate knowledge from multiple disciplines to solve a problem # Collaborate with real business partners to apply knowledge in projects

	<ul style="list-style-type: none"> # Demonstrate a capacity for ethical leadership. Achieving this outcome means that students should be able to: <ul style="list-style-type: none"> # Display leadership abilities # Comprehend the theory of team dynamics # Identify ethical issues # Apply ethical frameworks to management problems 																					
<p>Course Structure & Available Subjects:</p>	<p>The MBA/Master of Marketing program includes 150 credit points of compulsory general management core subjects, 37.5 credit points of compulsory marketing core subjects, 75 credit points of MBA elective subjects and 37.5 credit points of marketing elective subjects. Total credit points for the course is 300.</p> <p>The GENERAL MANAGEMENT CORE SUBJECTS (150 credit points) include:</p> <p>Full Time Program:</p> <p>General Management 1 (37.5 credit points) General Management 2 (37.5 credit points) General Management 3 (37.5 credit points) Business in Asia (12.5 credit points) Business in Complex Environments (12.5 credit points) (capstone subject for MBA) Social Entrepreneur Consulting Practicum (12.5 credit points) (capstone subject for MBA)</p> <p>The MARKETING CORE SUBJECTS (37.5 credit points) include:</p> <p>Consumer Behaviour (12.5 credit points) Marketing Research (12.5 credit points) Marketing Strategy (12.5 credit points) (capstone subject for Master of Marketing)</p> <p>The MBA ELECTIVE SUBJECTS (75 credit points) can be chosen from a full range of MBA elective subjects.</p> <p>The MARKETING ELECTIVE SUBJECTS (37.5 credit points) can be chosen from the marketing electives below:</p> <p>Brand Management (12.5 credit points) Channels of Distribution (12.5 credit points) Leadership and Change (12.5 credit points) Marketing Communications (12.5 credit points) Negotiations (12.5 credit points) Product Management (12.5 credit points)</p>																					
<p>Subject Options:</p>	<p>General Management Core Subjects</p> <p>150 credit points of General Management Core Subjects</p> <table border="1" data-bbox="387 1538 1485 1968"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>BUSA90482 General Management 1</td> <td>August</td> <td>37.5</td> </tr> <tr> <td>BUSA90483 General Management 2</td> <td>October</td> <td>37.5</td> </tr> <tr> <td>BUSA90487 General Management 3</td> <td>January</td> <td>37.5</td> </tr> <tr> <td>IBUS90005 Business in Asia</td> <td>March</td> <td>12.5</td> </tr> <tr> <td>BUSA90488 Business in Complex Environments</td> <td>August</td> <td>12.5</td> </tr> <tr> <td>BUSA90517 Social Entrepreneur Consulting Practicum</td> <td>April</td> <td>12.5</td> </tr> </tbody> </table> <p>Marketing Core Subjects</p> <p>37.5 credit points of Marketing core subjects</p>	Subject	Study Period Commencement:	Credit Points:	BUSA90482 General Management 1	August	37.5	BUSA90483 General Management 2	October	37.5	BUSA90487 General Management 3	January	37.5	IBUS90005 Business in Asia	March	12.5	BUSA90488 Business in Complex Environments	August	12.5	BUSA90517 Social Entrepreneur Consulting Practicum	April	12.5
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Subject	Study Period Commencement:	Credit Points:
BUSA90042 Consumer Behaviour	July	12.5
BUSA90261 Marketing Strategy	April, October	12.5
BUSA90258 Marketing Research	October	12.5

Marketing electives

The MARKETING ELECTIVE SUBJECTS (37.5 credit points) can be chosen from the marketing electives below:

Subject	Study Period Commencement:	Credit Points:
BUSA90299 Product Management	July	12.5
BUSA90248 Marketing Communications	April	12.5
BUSA90172 Leadership and Change	October	12.5
BUSA90273 Negotiations	January, July, August, October	12.5
BUSA90013 Brand Management	January, May, June, September	12.5

MBA elective subjects

The MBA ELECTIVE SUBJECTS (75 credit points) can be chosen from a full range of MBA elective subjects.

Subject	Study Period Commencement:	Credit Points:
BUSA90270 Mergers and Acquisitions	January, July	12.5
BUSA90086 Thinking like an Entrepreneur	January	12.5
BUSA90053 Corporate Strategy	January, July, October	12.5
BUSA90491 Game Theory for Business Strategy	April	12.5
BUSA90492 Financial Analysis and Valuation	July	12.5
BUSA90493 Business Analytics	April, August	12.5
BUSA90494 Performance Metrics	April	12.5
BUSA90046 Corporate Finance	April, October	12.5
BUSA90090 Financial Institutions	July	12.5
BUSA90124 Implementation of Strategy	May	12.5
BUSA90341 Supply Chain Management	April	12.5
BUSA90167 Investments	April	12.5
BUSA90360 Business Law	January	12.5

Entry Requirements:

1. In order to be considered for entry, applicants must have completed:
 - an undergraduate degree; and
 - the Graduate Management Admission Test (GMAT); and
 - two years documented work experience; and

	<ul style="list-style-type: none"> • a personal statement outlining why they wish to be considered for the course; and • referees' reports <p>Meeting these requirements does not guarantee selection.</p> <p>2. In ranking applications, the Selection Committee will consider:</p> <ul style="list-style-type: none"> • prior academic performance; and • the GMAT score; and • the work experience; and • the personal statement; and • the referees' reports <p>3. The Selection Committee may seek further information to clarify any aspect of an application in accordance with the Academic Board rules (http://about.unimelb.edu.au/__data/assets/pdf_file/0007/1413727/Use-of-Selection-Instruments-Rules-of-the-Acdemic-Board-23-March-2015.pdf) on the use of selection instruments</p> <p>4. The minimum English language requirements for this course are Band 7.0 (with no band less than 6.5).</p> <p>Note:</p> <p>Short listed applicants will be interviewed</p> <p>The interview is for eliciting information on the following matters:</p> <ul style="list-style-type: none"> • standard of academic record; • nature and length of employment experience; • achievements subsequent to graduation; • reasons for seeking admission; • interpersonal and communication skills; • maturity and motivation. <p>International and interstate applicants may be interviewed by telephone.</p>
<p>Core Participation Requirements:</p>	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>