



AUSTRALIAN
INSTITUTE
of BUSINESS

the practical business school



AIB | MBA
SUBJECT GUIDE
2024

THE
FAST-TRACK
MBA

THE FAST-TRACK MBA

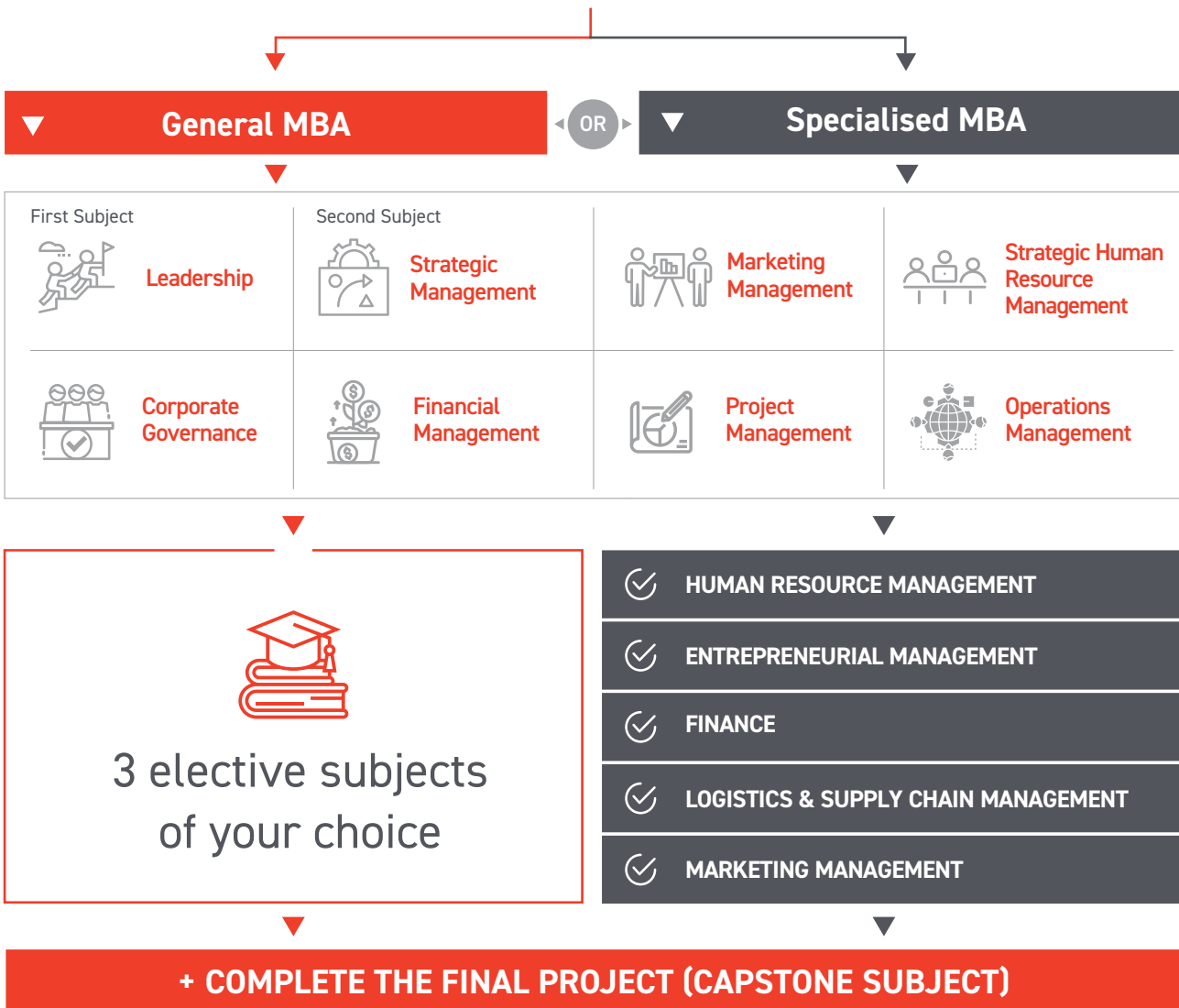
At the end of each stage you can receive a postgraduate qualification* and update your resume to reflect your achievement.



12-36 MONTHS* COMPLETION

*Eligibility criteria applies. Time frame based on the average completion of 12 months to 3 years for AIB students pursuing the MBA program.
^Interim awards need to be requested and are not granted automatically. For further details, refer to [the student handbook](#)

COURSE STRUCTURE



CHOOSE FROM A WIDE RANGE OF MBA SUBJECTS

GENERAL MBA

ELECTIVE SUBJECTS - Choose any 3 subjects

Choose any 3 electives as long as all prerequisites are met.

	Artificial Intelligence for Business		Entrepreneurship		International Business
	Business Analytics for Managers		New Product Design		Procurement and Global Logistics Management
	Cyber Security for Managers		Corporate Finance		Global Supply Chain Management
	Organisational Learning and Development		Financial Markets and Institutions		Consumer Behaviour
	Managing People in a Global Context		Investment Management		Digital Marketing
	Managing Change		Business Consulting		

MBA SPECIALISATIONS

Tailor your MBA to your career ambitions. Choose from one of the following specialisations.

▶ HUMAN RESOURCE MANAGEMENT



Organisational Learning and Development



Managing People in a Global Context



Managing Change

▶ ENTREPRENEURIAL MANAGEMENT



Entrepreneurship



Business Consulting



New Product Design

▶ FINANCE



Corporate Finance



Financial Markets and Institutions



Investment Management

▶ LOGISTICS & SUPPLY CHAIN MANAGEMENT



International Business



Procurement and Global Logistics Management



Global Supply Chain Management

▶ MARKETING MANAGEMENT



Consumer Behaviour



Digital Marketing



New Product Design

CORE SUBJECTS*

*The AQF Level 8 subjects must be undertaken before starting AQF Level 9 subjects.



Leadership (AQF Level 8)

The subject provides a scholarly and in-depth knowledge of the dynamics of leadership and how it applies to contemporary leadership practice.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of leadership theories, concepts and practice, including both traditional and contemporary forms of leadership.
- › Critically evaluate various modes of leadership with consideration of ethical and socially responsible practice.
- › Effectively communicate and apply relevant leadership principles to address diverse needs of various stakeholders.
- › Develop a critically reflective leadership model for your own development.



Strategic Management (AQF Level 8)

(For students who commenced the MBA after 1 Jan 2023)

Pre-requisites: This subject does not have any pre-requisite requirements.

This subject provides comprehensive knowledge of the strategic management process and gives exposure to the concepts and frameworks that are used in understanding a company's competitive position in domestic and international markets, and the development of new strategies.

On completion of this subject participants should be able to:

- › Demonstrate understanding of contemporary strategic management theory concepts and principles.
- › Demonstrate knowledge of how strategy formulation and strategy implementation processes work in contemporary organisations.
- › Conduct an analysis of the internal and external environment of the selected organisational context, using appropriate strategic management theories and frameworks to inform future direction.
- › Critically evaluate different strategic alternatives and suggest an appropriate and ethical pathway for a business to build and sustain competitive advantage.



Strategic Management (AQF Level 9)

(For students who commenced the MBA prior to 31 Dec 2022)

Pre-requisites: May be undertaken only after completing at least 3 AQF Level 8 core subjects.

This subject provides an in-depth knowledge of the strategic management process and gives an exposure to the concepts and theories of competing in domestic as well as international markets.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of contemporary strategic management theory, concepts, and principles.
- › Demonstrate advanced knowledge of how strategy formulation & strategy Implementation processes work in contemporary organisations.
- › Conduct an in-depth analysis of the internal and external environment using appropriate strategic management concepts and tools.
- › Evaluate different strategic alternatives and suggest an appropriate and ethical pathway for a business to build and sustain competitive advantage.
- › Demonstrate ability to synthesise a range of business and management concepts when undertaking strategic analysis.



Strategic Human Resource Management (AQF Level 8)

This subject will prepare students for the continuously evolving nature of work in uncertain times and the challenges and opportunities that this presents for organisations in meeting the strategic needs of a diverse workforce.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of strategic human resource management theory and its application in practice.
- › Critically evaluate, and recommend improvements to existing human resource management strategies.
- › Identify and evaluate different perspectives, value systems and contemporary trends and their impact on strategic HRM.
- › Design and effectively communicate an evidence based human resource management initiative with consideration to ethical concerns.



Marketing Management (AQF Level 8)

This subject discusses the importance and strategic role of marketing in today's globalised and digital business environment. Students learn practical skills that impact on business growth, like how to analyse the market context in which a business or enterprise is operating, segment the market, select an appropriate target market, and recommend strategic and tactical plans that co-create value for the selected target market.

On completion of this subject participants should be able to:

- › Demonstrate an advanced understanding of contemporary marketing theory and practice.
- › Evaluate marketing concepts and organisational issues to make evidence-based decisions on creating value for customers.
- › Apply innovative marketing approaches, techniques and ethical perspectives to recommend an evidence-based solution to the problem of capturing value from customers.
- › Communicate marketing knowledge, skills and ideas to others in writing clearly, persuasively and credibly.



Operations Management (AQF Level 8)

This subject provides an in-depth knowledge of issues critical for the efficient and effective management of operations in service, public, manufacturing, not-for-profit, and other sectors. The subject covers operations management principles, frameworks, and contemporary topics.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of operations management principles, frameworks, and contemporary topics.
- › Critically analyse and evaluate operations management issues.
- › Clearly, concisely and credibly communicate operations management knowledge to others.
- › Apply relevant principles and frameworks to develop innovative and evidence-based solutions for complex operations management issues.



Financial Management (AQF Level 8)

This subject prepares students for effective financial management in organisations. At a foundational level, the subject introduces how a manager can interpret financial statements, identify trends and utilise financial tools and techniques to improve decision making, alongside non-financial considerations including ethics.

On completion of this subject participants should be able to:

- › Demonstrate understanding of core contemporary financial management theory, techniques and practice.
- › Critically evaluate and effectively communicate recommendations to address financial management issues.
- › Apply financial management theory and techniques to professional practice in an ethical manner.



Corporate Governance (AQF Level 8)

(For students who commenced the MBA prior to 31 Dec 2022)

Pre-requisites: This subject does not have any pre-requisite requirements.

This subject examines the development, concepts, and significance of the concepts and practice of Corporate Governance, and organisational governance within the context of organisational capacity building.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of contemporary corporate governance theory, frameworks and practice.
- › Critically evaluate and effectively communicate complex concepts to recommend improvements relating to corporate governance and organisational issues.
- › Apply corporate governance laws, theory and techniques to professional practice in an ethical manner.



Corporate Governance (AQF Level 9)

(For students who commenced the MBA after 1 Jan 2023)

Pre-requisites: May normally be undertaken only after completing at least 3 AQF Level 8 core subjects.

This subject examines the development, concepts, and significance of the concepts and practice of Corporate Governance, and organisational governance within the context of organisational capacity building.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of contemporary corporate governance theories, principles and regulatory frameworks.
- › Use corporate governance theories and frameworks to interpret the key corporate governance responsibility, structure and function in practice.
- › Critically evaluate corporate governance structure and practices with consideration of needs of various stakeholders, corporate ethics and social responsibility.
- › Effectively apply and communicate relevant theories and frameworks to ensure sound and ethical corporate governance decisions in practice.



Project Management (AQF Level 9)

Pre-requisites: A minimum of three AQF level 8 subjects which must include Operations Management must be completed before attempting Project Management.

This subject develops the critical skills, capabilities and knowledge required to successfully manage projects across all stages of the project life cycle, applicable to all industries: service, public, not-for-profit, private, and other sectors.

On completion of this subject participants should be able to:

- > Demonstrate advanced understanding of project management principles, frameworks, and critical awareness of contemporary approaches needed for managing and leading projects.
- > Critically evaluate, analyse, reflect on, and synthesise information to address complex project management issues in specific contexts.
- > Research, adapt and apply relevant principles and frameworks to develop innovative, ethical, and evidence-based solutions to improving the management of projects.
- > Clearly, concisely and credibly communicate project management knowledge to specialist and non-specialist audiences to inform practice.

ELECTIVE SUBJECTS*

*The AQF Level 8 subjects must be undertaken before starting AQF Level 9 subjects.



Organisational Learning and Development (AQF Level 9)

This subject provides scholarly, practical, and in-depth knowledge to support and critically evaluate contemporary approaches to organisational learning and development (OLAD). Drawing on adult learning theory, students will be involved in diagnosing an organisation's learning and development needs. Subsequently, they will gain an insight into the process of design, implementation, and evaluation of learning and development initiatives in line with the organisation's strategic direction. Implications for fostering capabilities for the development of human capital for sustained competitive advantage will be examined.

On completion of this subject participants should be able to:

- > Identify and evaluate organisational learning and development and its strategic application in practice.
- > Diagnose learning and development needs that align with the organisation's strategic focus.
- > Design an evidence-based organisational learning and development initiative to address current and future organisational needs whilst maintaining professional integrity.



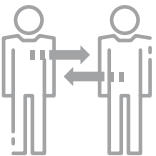
Managing People in a Global Context (AQF Level 9)

Pre-requisites: May be undertaken only after completing Strategic Human Resource Management

This subject explores how globalisation has influenced and impacted human resource management practices in multinational enterprises (MNEs).

On completion of this subject participants should be able to:

- > Demonstrate advanced understanding of contemporary international HRM theories, principles and concepts.
- > Critically analyse international HRM practices and their application in a global context.
- > Identify and evaluate different contemporary perspectives, value systems and trends and their impact on international HRM policy and practice.
- > Design and effectively communicate an appropriate evidence-based international HRM strategy which takes into account socially responsible and ethical practice for an organisation.



Managing Change (AQF Level 9)

Pre-requisites: May be undertaken only after completing Strategic Human Resource Management

Managing Change focuses on organisational change: why it occurs, how it occurs, how it can be managed, and what forms it can take. The complexities of change present real challenges for managers and leaders and, hence, challenges for managers and leadership in times of change are also addressed.

On completion of this subject participants should be able to:

- > Demonstrate advanced understanding of theories of planned change, a range of established change management approaches and their applicability in organisational settings.
- > Assume a leading role in critically evaluating organisational and behavioural issues that may affect the change process and recommend strategies to combat these issues.
- > Analyse complex organisational issues including any ethical considerations in relation to a planned change initiative.
- > Formulate, effectively communicate and implement change initiatives and strategies for organisations.



Entrepreneurship (AQF Level 9)

This subject provides scholarly, practical and in-depth knowledge of contemporary entrepreneurial professional practice and entrepreneurial mindsets. By exploring the key life cycle stages of an entrepreneurial venture and the drivers of entrepreneurial culture, students are provided with insights into the process of entrepreneurship and into developing the resource base needed to pursue entrepreneurial initiatives. The subject draws on experiential and collaborative learning to build and strengthen entrepreneurial capabilities.

On completion of this course participants should be able to:

- › Examine contemporary entrepreneurship theory and practice to create insights into potential entrepreneurial opportunities.
- › Reflect upon, and apply contemporary entrepreneurship approaches, techniques and ethical perspectives, that develop an entrepreneur's: leadership, mindset, capabilities and pathways to an entrepreneurial career.
- › Evaluate the external and internal environmental factors and contexts of an entrepreneurial venture to create and formulate well-informed decisions that will ensure the success of the venture.
- › Communicate entrepreneurship knowledge, skills and ideas to others clearly, persuasively and credibly.



International Business (AQF Level 9)

This subject provides a contemporary understanding of international business and its complexities including the role of multinational firms. Students will gain insights into the roles played by formal and informal institutions on the performance of their firm. Students will examine how countries trade with each other and how organisations implement various international strategies to compete globally and obtain competitive advantage.

On completion of this course participants should be able to:

- › Demonstrate advanced understanding of contemporary International Business theories, concepts and principles, and their application in practice.
- › Critically evaluate the role and impact of country-level macro environment and institutions to make appropriate recommendations for a business operating internationally.
- › Critically evaluate various international strategies and entry modes and make appropriate recommendations for a business operating internationally.
- › Plan and effectively communicate a relevant and evidence-based international business activity for an organisation with ethical considerations.



Business Consulting (AQF Level 9)

The subject provides scholarly and practical in-depth knowledge of the business practices, processes and management for external consultants, owners of consulting firms and those with expertise considering consulting as a profession who are wanting to start, run or scale a business consulting enterprise.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of contemporary business consulting theory, process and practice.
- › Apply innovative approaches and techniques as well as ethical perspectives throughout the development of a consulting service.
- › Evaluate complex business and enterprise concepts and issues to make evidence based recommendations.
- › Communicate business consulting knowledge, skills and ideas to others clearly, persuasively and credibly.



Consumer Behaviour (AQF Level 9)

Pre-requisites: Marketing Management

The subject highlights the importance of consumer behaviour and customer experience concepts and theories in understanding the consumer decision making process as well as the customer journey. The subject addresses knowledge and analytical skills to assess the influence of various factors in consumer decision making and understand the importance of integration and measurement of customer experience.

On completion of this subject participants should be able to:

- › Demonstrate advanced conceptual understanding of consumer behaviour and customer experience management theories and practices.
- › Critically analyse the influence of various factors on consumer decision-making and purchasing behaviour.
- › Demonstrate the ability to evaluate, synthesise and apply innovative approaches, techniques and perspectives to consumer behaviour and customer experience management.
- › Recommend appropriate marketing strategies in a variety of marketing scenarios based on in-depth analysis of consumer behaviour within target markets.
- › Communicate customer experience knowledge, skills and ideas to others clearly, persuasively and credibly through customer journey mapping, deriving recommendations to enhance customer experience.



Digital Marketing (AQF Level 9)

Pre-requisites: Marketing Management

There is an expectation that modern enterprises engage in digital marketing providing positive brand experiences for their customers and other stakeholders. Digital marketing is increasingly important to understand, because customers engage online and offline with brands. This subject is designed to provide students with an understanding of digital marketing. Students will learn about the various types of digital marketing as well as to how to plan, deploy, manage and evaluate a digital marketing strategy.

On completion of this subject participants should be able to:

- › Demonstrate an advanced understanding of contemporary new digital marketing theory and practice.
- › Examine digital marketing theory, measures and practice to create a comprehensive digital marketing audit.
- › Critically analyse various metrics, innovative approaches, techniques and ethical perspective to design a digital marketing strategy.
- › Communicate digital marketing strategies, tactics and measures to others clearly, persuasively and credibly.



New Product Design (AQF Level 9)

Pre-requisites: Marketing Management

This subject takes the student through new product design from conception to launch of a new product or service. The subject aims to provide in-depth knowledge and application of traditional and innovative tools and frameworks used in a successful new product design process.

On completion of this subject participants should be able to:

- › Demonstrate an advanced understanding of contemporary new product design theory and practice.
- › Demonstrate an ability to apply innovative approaches and techniques as well as ethical perspectives throughout the development of new product designs.
- › Evaluate complex business concepts and issues to deliver an evidence-based rationale for new product designs.
- › Communicate new product design knowledge, skills and ideas to others clearly, persuasively and credibly.



Procurement and Global Logistics Management (AQF Level 9)

Pre-requisites: Operations Management

This subject focuses on the design of effective procurement and global logistics systems and how such systems can be improved during periods of uncertainty. It covers areas such as customer relationship management, warehousing and packaging, and transportation. It explains how these elements combine to form a logistics network. Students will analyse the impacts and opportunities of uncertainty on procurement and logistics management.

On completion of this course participants should be able to:

- › Critically analyse procurement and global logistics systems in the times of uncertainty using relevant theories and frameworks.
- › Develop evidence-based recommendations to improve procurement and logistics systems.
- › Synthesise and communicate procurement and global logistics management knowledge to inform practice.



Global Supply Chain Management (AQF Level 9)

Pre-requisites: Operations Management

Today's business and economy happens in a global and circular supply chain. Successful organisations in various sectors (e.g. service, public, NFP, manufacturing) strategically collaborate with their local and/or global supply chain partners to gain competitive advantage and create more value for the end customers. Well-managed adaptive supply chains help them win and retain customers, unravel opportunities, and leverage digital trends to achieve and sustain long term value creation. This subject takes a strategic and global approach to Supply Chain Management and covers key principles, frameworks, and contemporary topics.

On completion of this course participants should be able to:

- › Demonstrate advanced understanding of global supply chain management principles, frameworks, and contemporary trends.
- › Critically analyse, reflect on, and synthesise complex information, problems, principles and frameworks related to supply chain management at the strategic and global level.
- › Research and apply relevant principles and frameworks to develop innovative, evidence-based and sustainable solutions to navigate the supply chain landscape.
- › Clearly, concisely and credibly communicate strategic and global supply chain management knowledge to specialist and non-specialist audiences to inform practice and showcase competencies as future ready SC leaders.



Corporate Finance (AQF Level 9)

Pre-requisites: Financial Management

Corporate Finance provides students with an integrated framework and analytical tools that managers use to make effective financial decisions to improve firm value. Students will investigate the selection of capital investment projects that add value to a firm, the determinants of an optimal mix of debt and equity, the valuation of different types of securities, whether firms should pay dividends and/or repurchase shares, and different forms of mergers and acquisitions.

On completion of this subject participants should be able to:

- › Use relevant theories, policies and tools to critically analyse contemporary corporate finance issues.
- › Appraise and design financial strategies and policies to sustainably maximise the value of an entity.
- › Effectively communicate ethical financial business decisions and recommendations to stakeholders.



Financial Markets and Institutions (AQF Level 9)

Pre-requisites: Financial Management

This subject presents a detailed overview of the features of modern financial and monetary systems, and enables an in-depth understanding of complex institutions, markets, and securities that are part of them.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of contemporary financial markets and institutions theory, analytical frameworks and practice.
- › Critically analyse and effectively communicate improvements relating to financial markets and institutions issues.
- › Plan and present a substantial evidence-based financial markets and institutions report in an ethical manner



Investment Management (AQF Level 9)

Pre-requisites: Financial Management

The objective of the subject is to provide comprehensive theoretical and practical knowledge on investment management. The subject covers major theoretical concepts, namely, modern portfolio theory, diversification, and equilibrium models of security prices. The subject also includes macroeconomic and industry analysis, pricing of main financial derivatives, and evaluation of portfolio performance.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of contemporary investment management theory, analytical frameworks and practice.
- › Critically analyse and effectively communicate complex concepts, investment management issues and recommend improvements to inform professional practice.
- › Plan and undertake a substantial evidence based investment management report in an ethical manner.



Artificial Intelligence for Business (AQF Level 9)

This subject provides an essential overview of Artificial Intelligence (AI) types and their strategic application and integration in industry that is transforming business practice. In the context of organisational leadership in the age of digital disruption, this subject explores the challenges and opportunities of AI as well as the capabilities, limitations and ethical considerations.

On completion of this subject participants should be able to:

- › Demonstrate an advanced understanding of the principal concepts of Artificial Intelligence (AI) in a business context.
- › Critically evaluate the capabilities and limitations of AI types and their ethical challenges.
- › Analyse the strategic functional, organisational, and industry needs that can be addressed by AI solutions.
- › Develop, justify and effectively communicate appropriate approaches for the deployment of AI.



Business Analytics for Managers (AQF Level 9)

This subject provides an overview of business analytics concepts and their applications in the business environment.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of fundamental concepts and methods in business analytics and what business analytics can do for a business.
- › Critically evaluate and reflect on the business analytics maturity of organisations and organisational readiness for implementing business analytics.
- › Research and apply relevant business analytics methods and frameworks to address strategic, operational, and tactical decision problems in organisations.
- › Effectively communicate business analytics requirements and the relevant findings with various stakeholders including their data expert.



Directed Study* (AQF Level 9)

Pre-requisite: All AQF Level 8 subjects.

Directed Study requires students to undertake a specific project to further their disciplinary study and theory application in addition to the final MBA Project. The Directed Study is an individual project which is supervised by one or more academic staff member(s), based on topics that are aligned with the discipline expertise offered at AIB. The topic and assessment pieces are developed in consultation with the academic supervisor(s). Meetings between the student and the staff member(s) are periodic and at the request of the student or the staff member(s). The staff member(s) may set milestones and timelines for the student to meet. The subject provides scaffolding for the design and development of an individual research project and for the application of theory in a practical workplace context. Please note, Directed Study is not intended to be a replacement for an existing subject.

On completion of this subject participants should be able to:

- › Demonstrate advanced understanding of the design and implementation of an individual project.
- › Evaluate and synthesise existing research to enable the creative planning and execution of scholarship in a practical, real-world context.
- › Design and implement an individual project for the application of theory in a practical workplace context.



Cyber Security for Managers (AQF Level 9)

The aim of this subject is to provide in-depth insight into the increasing dangers and frequency of cyber attacks on businesses and government and how best to prevent or mitigate the damaging outcomes. The likely sources of attacks will be outlined along with the methods more commonly used, inherent weaknesses in systems, examine the risk factors and outline manager's responsibilities. How to create policies designed to mitigate attacks and how to manage them are included along with disaster planning and recovery. This is not a technical subject on the detailed workings of attacks but rather a management approach to cyber resilience, disaster planning and recovery methods.

On completion of this subject participants should be able to:

- › Describe the need for cyber security in context of the risks, threats, and attack vectors on an organisation's digital information systems.
- › Analyse weaknesses and vulnerabilities in an organisation's digital information systems to determine threats and controls for risk management.
- › Design cyber security policies that help mitigate the weaknesses in digital information systems, define organisational data governance protocols and comply with legal obligations.
- › Critically analyse and effectively communicate a complex cyber disaster recovery and contingency plan and recommend improvements to inform professional practice using contemporary cyber security threats, best practice models and/or frameworks.



Project (AQF Level 9) - Capstone subject

The objective of this subject is to undertake a project related to the chosen area of professional focus. Students will identify an appropriate workplace or industry related research problem or opportunity, conduct a concise review of theories and frameworks, engage in identifying secondary data, analyse the data and present findings in a formal business research report.

On completion of this subject participants should be able to:

- › Critically examine contemporary business theory and practices related to an identified enterprise (or industry) problem or opportunity.
- › Demonstrate ability to apply innovative approaches, techniques, ethical perspectives, and the use of secondary data, to an identified enterprise (or industry) problem or opportunity.
- › Critically evaluate business (or industry) concepts and synthesise existing research, theory, and secondary data to advise business stakeholders on business solutions.
- › Communicate evidence-based recommendations to stakeholders clearly, persuasively, and credibly.

Pre-requisite: A minimum of 10 MBA subjects must be completed before attempting the Project (i.e. all 6 AQF Level 8 core subjects and at least 4 AQF Level 9 subjects).

Got questions or want to enrol?



Speak to a Course Advisor on **1300 304 820**.



Email a Course Advisor on courseadvisor@aib.edu.au



Looking to enrol 2 subjects at a time?

[Check the eligibility criteria](#) →



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