

MASTER OF GLOBAL BUSINESS

CURRICULUM

CRICOS Provider Code: 03335G | CRICOS Course (MGB) Code: 077572E

CORE SUBJECTS

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB ECO 104	Business and Global Economy	1	1	Nil
MGB QTT 104	Applied Statistics for Decision Making	1	1	Nil
MGB MKT 114	Global Marketing Management	1	1	Nil
MGB OPS 102	Operations Management	1	1	Nil
MGB LSC 114	Supply Chain Management	1	1	Operations Management
MGB QTT 105	Research Methods	1	1	Applied Statistics for Decision Making
MGB ACC 104	Financial Accounting	1	1	Nil
MGB MGT 102	Design Thinking	1	1	Nil
MGB FIN 115	Corporate Finance	2	1	Financial Accounting
MGB COM 101	Effective Business Communication	1	1	Nil
MGB BUS 102	Global Adaptability 1	1	1	Nil
MGB PRO 107	International Business Research 1	1	1	Research Methods
MGB QTT 206	Data Analytics	1	2	Applied Statistics for Decision Making
MGB ITM 209	Emerging Platforms & Services for Disruption	1	2	Nil
MGB HRM 202	Teamwork & Leadership	1	2	Nil
MGB BUS 203	Global Adaptability 2	1	2	Nil
MGB PRO 208	International Business Research 2	1	2	Research Methods
MGB MGT 303	Blue Ocean Strategy	1	3	Global Marketing Management
MGB HRM 303	International Human Resource Management	1	3	Nil
MGB ENT 301	Entrepreneurship for a Disruptive Launch	1	3	Nil
MGB BUS 304	Business Ethics	1	3	Nil
MGB MGT 304	International Business Negotiations	1	3	Nil
MGB MGT 305	International Business Strategy	1	3	Business and Global Economy
MGB PRO 309	Industry Project	3	3	International Business Research 1 and 2
	TOTAL CREDITS	27		

SPECIALISATIONS

GLOBAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB LSC 215	Warehouse Management	1	2	Operations Management and Supply Chain Management
MGB ITM 211	E-Commerce Fundamentals, Technologies & Payments Models **	1	2	Nil
MGB LSC 216	Global Transportation Management	1	2	Operations Management and Supply Chain Management
MGB LSC 217	Sustainable Supply Chains	1	2	Operations Management and Supply Chain Management
MGB LSC 218	Technology & Digitisation of Supply Chains	1	2	Operations Management and Supply Chain Management
MGB LSC 219	Logistics Operations	1	2	Operations Management and Supply Chain Management
MGB LSC 220	Lean Manufacturing and Supply Chain	1	2	Operations Management and Supply Chain Management
MGB LSC 321	Demand Management	1	3	Operations Management and Supply Chain Management
MGB LSC 322	Supply Chain Simulation	1	3	Operations Management and Supply Chain Management
	TOTAL CREDITS	9		

GLOBAL FINANCE

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB ACC 205	Financial Statement Analysis	1	2	Financial Accounting
MGB FIN 216	Financial System & Markets	1	2	Corporate Finance
MGB FIN 217	Equity Analysis & Portfolio Management	1	2	Corporate Finance
MGB FIN 218	Business Valuation	1	2	Corporate Finance
MGB FIN 219	Derivatives & Structured Products	1	2	Corporate Finance
MGB FIN 220	Financial Risk Management	1	2	Corporate Finance
MGB FIN 221	Mergers and Acquisitions	1	2	Corporate Finance
MGB FTC 301	FinTech & Technology Innovations **	1	3	Nil
MGB FIN 322	Project Finance	1	3	Corporate Finance
	TOTAL CREDITS	9		

GLOBAL MARKETING MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB MKT 215	Research for Customer Insights	1	2	Research Methods and Global Marketing Management
MGB MKT 216	Omnichannel Buyer Behaviour	1	2	Global Marketing Management
MGB ITM 212	Customer Experience Design for Digital Business **	2	2	Nil
MGB MKT 217	Brand Management & Integrated Marketing Communications	1	2	Global Marketing Management
MGB MKT 218	Digital Marketing **	1	2	Global Marketing Management , Design Thinking, Data Analytics
MGB MKT 219	Customer Value Management	1	2	Global Marketing Management and Design Thinking
MGB MKT 320	Sales & Channel Management	1	3	Global Marketing Management, Supply Chain Management, Omnichannel Buyer Behaviour
MGB MKT 321	B2B Marketing	1	3	Global Marketing Management
	TOTAL CREDITS	9		

DIGITAL BUSINESS MANAGEMENT

CODE	UNIT	CREDIT	TERM	PRE-REQUISITES & CO-REQUISITES
MGB ITM 210	Enterprise Digital Business Applications	1	2	Nil
MGB ITM 211	E-Commerce Fundamentals, Technologies & Payments Models *	1	2	Nil
MGB ITM 212	Customer Experience Design for Digital Business	2	2	Nil
MGB ITM 213	Managing Digital Projects	1	2	Enterprise Digital Business Applications
MGB MKT 218	Digital Marketing *	1	2	Global Marketing Management , Design Thinking, Data Analytics
MGB ITM 214	E-Business Strategies	1	2	E-Commerce Fundamentals, Technologies and Payments Models
MGB FTC 301	FinTech & Technology Innovations	1	3	Nil
MGB ITM 315	Digital Governance	1	3	Emerging Platforms & Services for Disruption, E-Commerce Fundamentals, Technologies and Payments Models
	TOTAL CREDITS	9		

MGB INTERNSHIP

MGB INT 402	Internship	Pass/Fail	4	Completion of the first three terms of the MGB course work
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