



Master of Business

UNDA Course Code 5016 & (Coursework and Dissertation) 5015
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INTRODUCTION

The University of Notre Dame Australia is a private Catholic university which takes pride in the personalised attention and individualised education it gives its students. The School of Business offers a range of disciplines (Accounting, Finance, Economics, Management, Marketing and Human Resource Management) headed by leaders in their respective fields who have strong commercial and industry experience. This ensures that the School's postgraduate programs are relevant and contemporary and embrace today's rapidly changing global environment while maintaining academic rigour.

Notre Dame has strong links with The University of Notre Dame United States (NDUS) and the College of St. Benedict / St. John's University, Minnesota. Faculty from these two universities teach at Fremantle campus each year.

Graduates from Notre Dame Australia's School of Business will graduate with the skills and competencies, knowledge and confidence to gain employment in the global business environment and to manage the increasingly diverse and complex international business environments of the 21st Century.

COURSE OUTLINE

The Master of Business by coursework offers three specialisations, Marketing, Management and Human Resource Management. A major objective of the Business School is to develop in its students a breadth of understanding across the key areas of business and a depth of understanding in at least a specific field. This combination of both breadth and depth is what is demanded by today's employers and critical for career advancement. The five compulsory foundation units provide a solid foundation of business principles and the electives selected by students will provide the depth of knowledge in a particular field of business practice. Students who have an undergraduate business degree from a recognised university may be eligible to apply for advanced standing.

COURSE STRUCTURE

Students willing to obtain a Master in Business may select one of three majors; Marketing, Management and Human Resource Management or they may choose to complete a generalist degree. All students must complete five foundation units, four major electives and select three elective units.

Foundation Units (all compulsory units)

Management Theory and Practice
Accounting for Managers
Marketing
Strategic Management
Business Ethics OR Ethical Issue in Professional Life

Marketing Specialisation Elective Units

E-Marketing
Issues & Crisis Management

Consumer Behaviour
International Marketing
Strategic Marketing
Marketing Research
Advertising & Promotion

Management Specialisation Elective Units

International Business
Managerial Accounting and Control
Business to Business
Corporate Financial Analysis
Change Management
Innovation and Entrepreneurship
The Contemporary Workplace

Human Resource Management Specialisation Elective Units

Mediation & Dispute Resolution
Change Management
Strategic Human Resource Management Policy
Human Resource Management
The Contemporary Workplace
Organisational Development

Elective Units (for all specialisations)

Economics
International Business
Corporate Financial Analysis
Business Information Technology
International Business Law
Consumer Behaviour
International Marketing
Marketing Strategy
Change Management
Innovation and Entrepreneurship
Strategic Human Resource Management Policy
Human Resource Management
The Contemporary Workplace
Organisational Development
Directed Research Unit

ADVANCED STANDING

Students who have completed a recognised Undergraduate Business degree may be eligible to apply for advanced standing for up to three units, depending on their undergraduate course and specialisation. To obtain advanced standing, students require a significant level of specialisation in a particular area.

ADMISSIONS REQUIREMENT

Notre Dame encourages applications from people of all backgrounds and takes into consideration the applicant's academic performance as well as their personal qualities and accomplishments. Academic requirements are as follows:

- A Bachelor degree from a recognised Australian or overseas University demonstrating satisfactory grades.
- International students may be required to provide evidence of their English capability.

Recognition of Prior Learning may be granted to selected applicants who have no formal tertiary qualifications but who have at least 10 years industry experience.

MODE OF STUDY & ASSESSMENT

Students may undertake study as a part-time or full-time student, commencing in first semester (February) or second semester (July), subject to availability. The assessment of competency in each unit consists of tutorial performance, a number of assignments or projects during the semester and a final examination.

APPLICATION FOR ENROLMENT

Applications should be received at least one month prior to commencement. However there are limited places available in postgraduate courses and they will be filled on a first-come first-served basis, so an early application is encouraged.

FURTHER INFORMATION

The information contained in this publication is designed as a basic course description and may change without notice. If you would like further information regarding the courses, or information pertaining to admissions, fees or the University itself, please consult the University Prospectus.

We welcome visitors to the University at any time. If you would like to view the University's facilities please contact the Prospective Students Office on 9433 0533 or at future@nd.edu.au.

Visit our web site at www.nd.edu.au

PROSPECTIVE STUDENTS OFFICE

For further information on The University of Notre Dame Australia, contact the Prospective Students Office
 Tel: (08) 9433 0533 FREECALL: 1800 640 500 Fax: (08) 9433 0544
 E-mail: future@nd.edu.au Internet: www.nd.edu.au
 19 Mouat Street (PO Box 1225), Fremantle Western Australia 6959

ADMISSIONS OFFICE

For further information on the admissions process at The University of Notre Dame Australia, contact the Admissions Office
 Tel: (08) 9433 0537 Fax: (08) 9433 0769
 Email: admissions@nd.edu.au Internet: www.nd.edu.au
 19 Mouat Street (PO Box 1225), Fremantle Western Australia 6959