

Subject Descriptions – Master of Global Business

CRICOS Numbers:

Graduate Certificate in Global Business Management: 089935F

Graduate Diploma in Global Business Management: 089934G

Master of Global Business Management: 089933G

Torrens University Australia: 03389E

Subject name	Aim
Unit	
GBM901 The Global Mindset	The focus of the 'Global Mindset' will encourage students to critically consider the role and challenges of managers working across the globe. This subject develops students' understanding of cultural and behavioural issues affecting managerial and employee performance including motivation, negotiation and the characteristics of leadership.
GBM902 The Global Organisation	Creating interconnections around the globe is an integral part of business today. The emphasis in Global Organisation is to teach students the importance of valuing diversity between stakeholders. Students will explore key forces driving global business, including: history, social inequality, politics, and opportunities versus risks, cultural and technological dimensions.
GBM903 Strategic Awareness	Strategic Awareness builds students' knowledge, skills and abilities to generate and justify strategies required to enter foreign marketplaces. Industry attractiveness, financial sustainability and environmental scanning techniques are the key focus of this subject.
GBM904 Entrepreneurship and Innovation Studies	Visionary attitudes can transform existing organisations through commercialising new ideas. Students' will examine and apply concepts with key theories relating to entrepreneurship and new ideas. This subject provides a platform for understanding and implementing innovation strategies in organisations.
GBM905 Global Projects	Project management is a fundamental part of global organisations. This unit discusses the key principles influencing effective management of projects and their teams. Through the application of knowledge, skills and management techniques, students will learn to execute projects effectively and efficiently. The unit will enable students' to connect project results to business goals, enhancing competitive advantage.
GBM906 The Global Economy	The nature of economic forces impacting firms in the global business environment is the key discussion point in this unit. Students will critically examine the changing global economy and global financial markets enabling them to pinpoint potential future peaks and troughs in the business climate. This is critical information for leadership and high-end decision-making.
GBM907 Ethics and Business	Business ethics is a hotly debated issue. This unit demands students review, evaluate and justify ethical practices within their decision-making. Students' will be introduced to the principles and applications of global ethical theories and how they relate to a variety of business operations across the globe and multi-cultures.
GBM908 Financial Decision Making	Financial decision-making equips students to assess operational risk, create value and use a variety of financial information to make decisions. Students will be introduced to the global financial structure, strategic financial planning, group profitability, tax liability and maximisation, encouraging them to be mindful of the bottom line.
GBM914 Research Methods	The research process is an essential component of decision making in the business world. Through the acquisition of skills and practical tools to undertake and complete research projects, students are guided through the steps of the research process, specifically, planning, data collection techniques, analysis, interpretation and

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Page 1 of 2

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	presentation of research.
GBM909 Work-integrated Learning	Work integrated learning is a unique opportunity for students to combine professional experience with their qualifications working within a globally operating organisation. Providing an excellent opportunity for students to develop Knowledge, skills and abilities to their chosen discipline.
GBM910 (E) Marketing Across Borders	Marketing tactics and strategies face challenges unique to the size and structure of the global organisation. Case studies will provide students with the theories and practical applications of international marketing. Students will gain a detailed understanding of how political, environmental, social, economic, technological and legal drivers influence global marketing strategy.
GBM911 (E) Resilient Businesses	In today's global business environment successful organisations rely on environmentally and socially conscious employees. Students will critically analyse the concept of sustainable development and it's application in global business. Students will also learn to evaluate the changing nature of global businesses trends, specifically in the environmental and social justice sphere.
GBM912 (E) Negotiation and Conflict Resolution	Negotiation and Conflict Resolution are essential leadership skills for global business. Students will learn to identify their own personal negotiation style, and how to resolve dilemmas such as conflict of interest; honesty and trust, enabling them to better develop their leadership skills. Practical insights into organisational behavior and its relationship with negotiation and conflict will be explored.
GBM913 (E) Evaluating Technology for Global Business	Understanding knowledge transfer and how it takes place through technology, as an enabler for business strategy, is fundamental to creating competitive advantage. The focus of this investigative subject explores how technology can improve efficiency, effectiveness, transparency and reporting to enhance business operations.
GBM915 (E) Research Project	Culminating in the submission of a small-scale research report, the 'Major Project' requires students to engage with an international business problem or issue of their choice. The report includes identifying and applying appropriate and relevant literature, the use of suitable research methods, problem solving techniques, and appropriate outcomes and recommendations.
GBM916 (E) Global Human Resources Management	Global Human Resource Management engages students to explore, within an international context, human resources theory and practice with a focus on the key concepts, processes, practices, issues and debates associated with the development and management of a 21 st century workforce.
GBM917 (E) Transnational Business Law	Transnational Business Law requires students to explore the complex matrix of international business laws that will have a profound impact on international business opportunities. Students will learn to appreciate that business laws are often fraught with risk, requiring astute responses to cultural, political and economic characteristics of specific countries.
MHE615 E-Marketing	Explores the implications that are inherent in the choice, utilisation and application of interactive electronic technologies to innovative e-marketing strategies that will define new markets, attract and engage new customers and create business opportunities.
MHE616 New Products and Service Development	The development and commercialisation of new products and services is a core business function for most organisations. The purpose of this course is to develop a solid understanding of new product and service development from a strategic marketing and management perspective, as well as reinforcing practice and reflection in an action oriented setting.