Introducing

Murdoch University's 12 month new world MBA

Murdoch’s new world MBA will not only enhance your professional skill set, it will put your innovative ideas to work. The program’s broad range of business disciplines encompass global themes, with an Asia Pacific focus made possible through insights from our internationally renowned Asia Research Centre. You’ll be mentored by our highly credentialled and experienced professors to gain a competitive edge in a rapidly changing corporate environment.

Course outline

Everything you will learn over the next 12 months

Business Context

Develop your ability to innovatively apply theories to resolving problems in challenging international business situations. You will focus on the interplay of markets, politics, sustainability science and ethical reasoning in order to foster responsible management-and-governance approaches.
You will gain key global insights from our professors and lecturers who not only teach the MBA, but are also part of our renowned Asia Research Centre. These market insights will help you understand and track what modern consumers demand, which can then be applied when tapping into these growth markets.

The importance of practising responsible citizenship and sustainability at a global level is at the heart of the program and is delivered by our academic research staff who are part of the Centre for Responsible Citizenship and Sustainability. This focus on sustainability meets emerging global needs and is aligned with the United Nations Principles for Responsible Management Education (PRME).

Practical insights and networking opportunities are key to the program and this is delivered by an extensive array of industry guest speakers as well as project course work conducted through external companies.

**Leadership/Strategy**

Gain an in-depth understanding of how the modern enterprise develops people and engages with society as it pursues its goals. You will learn Game Theory and other cutting edge knowledge/techniques on strategic thinking and decision making, through recent case studies and ‘hot topics’ in strategy drawn from the media and business journals.

**Business Competencies**

Understand the applications of financial mathematics, capital budgeting, risk and return relationships, cost of capital, and working capital management. You will understand how to analyse information obtained from the accounting system to assist in management decision making.

**Unit Electives**

You will have your chance to specialise and tailor your MBA to your career path. Gain greater knowledge in the key areas in Management, Marketing or Governance.
The New World MBA includes four flagship units and two business competency units.

The four flagship units are worth 6 credit points each and are based on Business Context and Leadership/Strategy. The business competencies are worth 3 credit points each and provide the essential finance and accounting that managers need to enhance key decision making.
Global Business in the Asian Century
Addresses key issues around managing global businesses in the 21st century. It examines accelerated globalization and the rise of Asia, and discusses how managers make decisions in a changing global business environment.

Business Society and the Environment
Addresses key issues about the relationship between business, society and the environment in order to understand the role of firms in contemporary societies. This supports the school’s commitment to the United Nations PRME initiative.

Leading the Engaged Enterprise
Focusses on fostering and engaging with staff by distributing leadership at all levels of the enterprise, leveraging the power of groups and reaffirming the strategic role of human capital development in learning to innovate new responses to organisational challenges.

Strategies for Growth and Excellence
Investigates how firms and organisations design and execute effective strategies. Explores relevant issues in a macro, meso, and micro environment.

Business Finance
Examines the financial management issues of a business entity. Introduces the tools used by financial managers and how they are applied in a variety of long and short term financing and asset management contexts.

Accounting For Managers
Explores the principles of financial and management accounting from a user perspective. Provides a practical understanding of how to analyse information obtained from the accounting system to assist in management decision making.
Pick two additional units from the following pool.

Whether you want to push the boundaries and learn about Innovation, Management or Marketing, or you want to keep up with the latest in Health Policy and Governance, the following electives will add depth to your knowledge.
Strategic Research in International Markets
Provides an in-depth overview of the role and importance of research in international marketing. Contributes information for all aspects of marketing and shapes an entity's overall international strategy.

Organisational Behaviour and Management
Considers behavioural impacts at the individual, group and organisational level. Theories of how to manage the organisation during times of change and development will be a focus.

Entrepreneurship & Innovation Management
Explores the development and management of start-up enterprises and social ventures, focusing on commercialisation of new business ideas and technologies. The complexities of technology management, innovation strategies and planning are also covered.

Strategic Marketing Management
Offers a sound foundation in marketing management strategy, which is relevant for all types of profit and not for profit businesses and organisations. Developing the elements of a strategic marketing plan, international marketing and online marketing are covered.

Which should I Choose?
These electives fall into three broad categories, Management, Marketing, and Governance. You can choose both electives from the same category if you want to specialise. Or you can pick two that complement your existing skills.

Health Policy and Governance
Examines national and international health policy from a governance perspective. Covers healthcare governance modes and how the health sector is governed in Australia and other countries.
To find out more or apply online visit murdoch.edu.au/newworldmba