

# JCU Master of Business Administration Global 100% Online

HOW GLOBAL THINKING MAKES YOU A BETTER BUSINESS LEADER



JAMES COOK  
UNIVERSITY  
AUSTRALIA



5 STARS  
FOR STUDENT  
SUPPORT\*



TOP 2% OF  
THE WORLD'S  
UNIVERSITIES^



5 STARS FOR  
FULL-TIME GRADUATE  
EMPLOYMENT

This brochure also contains information on:

- Graduate Diploma of Business Administration
- Graduate Certificate of Business Administration

\* 2023 Good Universities Guide

^ 2023 Times Higher Education World University Rankings as a percentage of universities in the International Association of Universities (IAU) database

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# Why global?

## Think bigger than your competition

Think outside the market you're in. The increasing complexity and interconnectedness of today's economy means local businesses and local markets, no matter their size, are impacted by what happens overseas.

Apply global lessons to local markets. The dynamism of global markets presents real challenges to local businesses and genuine opportunities for business leaders who know what to look for and how to harness what they find.

By understanding the best business thinking from around the world and how contemporary theories are being used to drive business growth in global markets, you can become a more successful business leader, wherever you are and whatever sized business you're in.



## Address local challenges from a global perspective

Understand global trends and market dynamics. Be able to consider the larger picture when making strategic decisions.



# The benefits of thinking globally

## Bigger thinking leads to bigger opportunities

Whether it's understanding the likely impact of the US-China trade relationship on local business, a natural disaster in a country half a world away, or a leadership model that's proven successful for tech startups in India — the more you understand the principles of global business, the more you will know where to look to find an edge and the easier it is to successfully apply those lessons to your business.

Through a unique, real-time case study, you have the chance to apply your learning in a business context, before applying them to your own business. You'll be able to use this hands-on experience to not only explore data analytics and engage with global issues but also develop stronger management and leadership skills.

This is what the JCU Online MBA Global gives you.



## Become a stronger leader

Apply a range of methods, techniques and tools to plan and conduct ethical business governance and lead teams in a variety of business contexts.



# Big picture thinking, supported by detailed analysis

The world is increasingly being driven by data. The JCU Online MBA Global teaches you to effectively identify and apply data-driven insights and contextualise those insights with contemporary global thinking to find new ways to successfully address local and global challenges.

Rapid advances in technology are giving businesses a greater ability to measure and manage their actions and adapt to changing business environments. JCU Online's MBA Global will build your data management and analytical skills. You'll gain greater insights into the data to create more effective strategies and use refined leadership and management skills to implement these strategies faster and more effectively.

Being able to see the bigger picture, find a greater range of opportunities in the data and apply those insights to workable strategies gives you a genuine competitive advantage in a rapidly-evolving world.



## Make more effective data-driven decisions

Learn the principles of data management and digital technology to build advanced analytical skills and make better data-driven decisions.

# Why study the MBA Global with JCU Online?



## Gain a broader perspective

By studying contemporary global business thinking, you'll broaden your perspectives as you discover new theories, access new knowledge and gain a wider understanding of the forces impacting business here and overseas.



## Look at issues in greater depth

Leverage the power of data and make sustainable, evidence-based strategic decisions, with a data-focused MBA. You'll gain the key data management and analytical skills tomorrow's businesses will demand, so you can look at problems in greater depth and achieve more relevant insights.



## Develop more effective strategies and lead with confidence

Taught by academics with real-world industry experience, you'll develop the management and leadership skills required to tackle a wide range of complex business problems. Using proven frameworks, you'll develop the skills to create more focused strategies, made relevant by data-driven analysis, and understand how to implement those strategies to drive growth and success.



## Gain proof of genuine capability

JCU Online's MBA Global uses unique, real-time case studies to give you exposure to real-world business issues, apply your new skills and see the impacts of your actions in a live setting. You'll build a portfolio of evidence you can use to highlight your capabilities and provide a step up to the next stage of your career.

# Course details

	Total Subjects	Subject Duration	Total Course Duration (Minimum)*	Total Fees**
Master of Business Administration	12 subjects	7 weeks per subject	24 months part-time	\$44,400
Graduate Diploma of Business Administration	8 subjects	7 weeks per subject	16 months part-time	\$29,600
Graduate Certificate of Business Administration	4 subjects	7 weeks per subject	8 months part-time	\$14,800

^ All prices listed are in Australian dollars

\* Duration dependent on individual study path and subject availability. Please speak to an Enrolment Advisor for more information

\*\* Fees shown are indicative of 2023 prices

## Course intakes:

Enrol in January, March, May, July, September or October.  
[View academic calendar](#)

## FEE-HELP:

FEE-HELP is a government-supported loan scheme available for eligible students to help with some or all of your tuition costs. Some conditions do apply. To check your eligibility, feel free to speak with a [Student Enrolment Advisor](#) today.

## Recognition of Prior Learning (RPL):

The duration of your course is dependent on your previous education levels and your work experience. This could reduce the number of subjects you study to gain your Master's degree. Speak with an Enrolment Advisor to discuss your options.

## Have questions?

Book a quick 15-minute call with an Enrolment Advisor or chat with us online



[Schedule a call](#)

[Chat online](#)

# Course structure

## Subjects

Master

Graduate Diploma

Graduate Certificate

- Information Management and Analytics Technology
  - Data Analysis and Decision Modelling
  - Marketing Strategy, Analytics and Development
  - Management and Leadership Skills
- 
- Corporate Finance
  - Business Innovation and Technology Management
  - Corporate Strategy
  - Data Information: Management, Security, Privacy and Ethics
- 
- Multinational Corporations and International Markets
  - Venture Capital and Entrepreneurship
  - Business Consulting
  - Integrated Global Capstone Project



# Qualify as you go

You can also build towards your Master's degree through flexible entry and exit points and 'qualify as you go' through our nested qualifications.



Complete **4** subjects  
Duration: 8 months (minimum)



**Graduate Certificate of Business Administration**

Or continue studying



Complete **8** subjects  
Duration: 16 months (minimum)



**Graduate Diploma of Business Administration**

Or continue studying



Complete **12** subjects  
Duration: 24 months (minimum)



**Master of Business Administration**

# The online student experience at JCU



## Personalised support from your Success Advisor

Benefit from the support of a one-on-one Success Advisor during your online degree. Along with your tutors, your Success Advisor is there for you from your first day as a student with JCU Online. They are readily available to help you navigate your online degree and to help keep you motivated throughout your course.



## Enjoyable interactive learning environment

JCU's interactive, immersive online environment makes learning enjoyable, no matter what topic you're studying. Video, audio, forums and practical exercises suit a wide range of personal learning styles and help learning come to life. Connect with peers and tutors via live chat sessions when and where it suits you.



## Exceptional teaching with strong industry connections

You will learn from passionate and industry-driven academics that understand business needs, as well as the needs of our students. This ensures our course content is relevant and informed by the latest approaches to managing and leading business on a global scale.



## Qualify from a world-class university

Ranked in the top 2% of the world's universities<sup>^</sup>, a Master of Business Administration Global from JCU Online is a highly respected qualification that will give your CV an edge.

<sup>^</sup> 2023 Times Higher Education World University Rankings as a percentage of universities in the International Association of Universities (IAU) database

# Entry requirements

## Entry requirements:

Completion of a Bachelor degree in a cognate discipline and two (2) years' business experience; **OR**

Completion of an Honours degree or postgraduate studies in any discipline and two (2) years' business experience; **OR**



Four (4) years' business experience in a managerial role\* to the satisfaction of the Course Coordinator; **OR**

Other qualifications or practical experience recognised by the Dean, College of Business Law and Governance as equivalent to the above.



Applicants of non-English speaking backgrounds must meet the English language proficiency requirements of **Band 2 - Schedule II of the JCU Admissions Policy**.

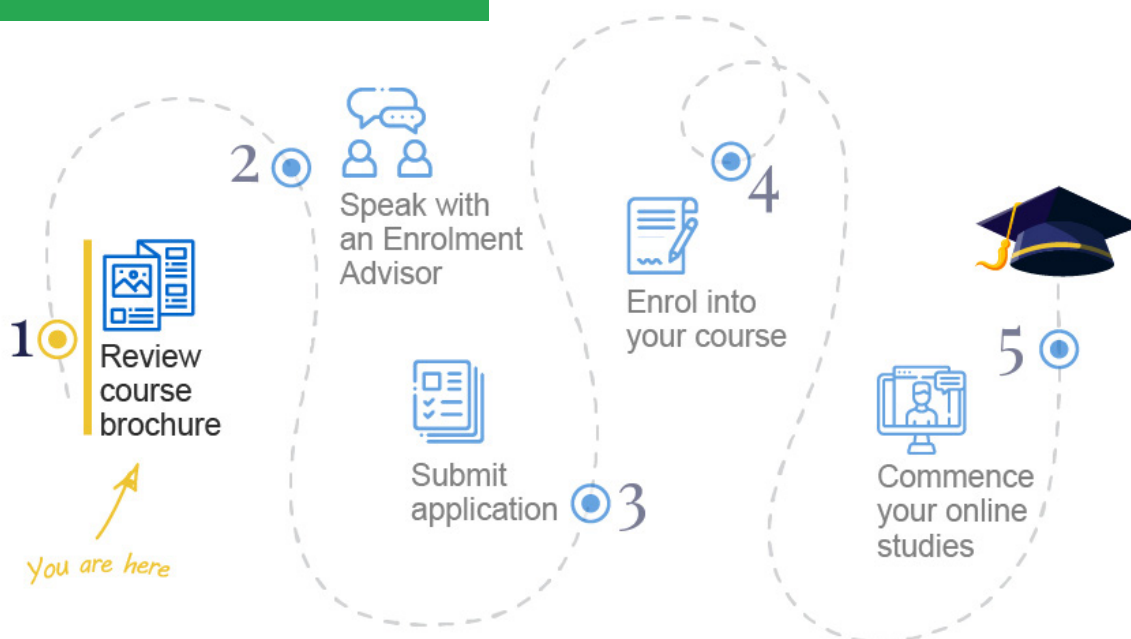
## Inherent requirements:

Inherent requirements are the identified abilities, attributes, skills, and behaviours that must be demonstrated, during the learning experience, to successfully complete a **course**. These abilities, attributes, skills, and behaviours preserve the academic integrity of the University's learning, assessment, and accreditation processes, and where applicable, meet the standards of a profession



All JCU students have the opportunity to demonstrate, with reasonable adjustments where applicable, the inherent requirements for their course.

# Next steps



## Get our help:

After you have read this brochure, the next step is to make sure online postgraduate study is right for you. Our friendly team of Enrolment Advisors are here to ensure you enrol in the course that aligns best with your goals. They will be with you every step of the way from application to enrolment, to make sure that your postgraduate study journey has a smooth start.

## Our Enrolment Advisors will help you:

- Learn more about the course.
- Decide whether this course will help you reach your goals.
- Determine your eligibility for the course.
- Answer questions about your application.
- Offer support throughout the application process and [more](#).

*"We have a deep understanding of the admissions and enrolment process and can help students at every step to have a smooth start. In addition to this, we can also help students to choose the right course like Graduate Certificate, Graduate Diploma or Masters in the particular field depending on their future need,"*

says Enrolment Advisor **Shweta Dhayal**.

**Book a 15-minute call or chat with us online**



[Schedule a call](#)

[Chat online](#)



# Contact details

**Phone:** 1300 535 919  
**Email:** [learn@online.jcu.edu.au](mailto:learn@online.jcu.edu.au)  
**Website:** [online.jcu.edu.au](http://online.jcu.edu.au)

## Our Enrolment Advisors are available:

**Monday and Tuesday:** 8am – 6pm (AEST)  
**Wednesday and Thursday:** 8am – 7pm (AEST)  
**Friday:** 8am – 5pm (AEST)

## Have questions?



Book a quick 15-minute call with an Enrolment Advisor or chat with us online

[Schedule a call](#)

[Chat online](#)

# Application process

## 1. Call or email



**1300 535 919**  
**[learn@online.jcu.edu.au](mailto:learn@online.jcu.edu.au)**

Speak to a dedicated Enrolment Advisor who will:

- Discuss your career goals and whether this is the right qualification for you.
- Assist you with questions about fees, subject selection and majors.
- Help ensure your enrolment experience is a smooth one.

### **Our Enrolment Advisors are available:**

Monday and Tuesday: 8am – 6pm (AEST)  
Wednesday and Thursday: 8am – 7pm (AEST)  
Friday: 8am – 5pm (AEST)

## 2. Gather docs



### **Transcripts and certificates**

Documents to confirm any past studies and AHPRA or equivalent registration evidence.

### **Advanced standing documents (if applicable)**

Your CV, including details of relevant work history and any contact details for previous employers.

### **Proof of English language skills (if applicable)**

If you have completed Year 12 in Australia, that's usually all the evidence you need.

## 3. Apply online



Once you've completed Steps 1 and 2, you're ready to [apply online](#) using our straightforward process.

### **Have questions?**

Book a quick 15-minute call with an Enrolment Advisor or chat with us online



[Schedule a call](#)

[Chat online](#)



# Information Management and Analytics Technology

Today's business organisations depend and thrive on timely, accurate and strategically relevant information.

As technology enables the creation and capture of ever-increasing amounts of data, effective management and efficient analysis of that information is becoming a significant challenge. Organisations that can access on-demand information, trust its accuracy and turn it into strategic insight can achieve superior outcomes and gain a real competitive advantage. This subject examines the technologies, information and analytics that are important for the effective management and control of modern firms.

## Learning outcomes

- Examine the technologies, information and analytics that are essential for effective management and control of businesses;
- Develop a framework for the application of data analysis to management and leadership practice;
- Collate and synthesise information on digital technologies to make industry-based and entrepreneurial management decisions;
- Apply problem-solving creative and innovative thinking to decision-making processes in a digital management environment.



# Data Analysis and Decision Modelling

Businesses typically collect large volumes of data with relative ease. However, data is often meaningless until it is analysed for trends, patterns and relationships, only then does it become useful information.

This subject is designed to provide an integrated knowledge for understanding and managing information resources, building basic business intelligence systems, interpreting business statistics and developing practical decision models. It will equip students with decision-making tools and illustrate their applications. Acting on information to develop solutions and support decision-making is a key business skill.

## Learning outcomes

- Explain the importance of information as an organisational resource and develop an appreciation for issues in managing data/information/knowledge;
- Apply graphical and numerical tools for organising, analysing, interpreting and presenting data;
- Design, build and test computer-based models for planning, decision-making and control of business problems, interpret model results, and make recommendations to stakeholders;
- Integrate the knowledge of Microsoft Excel and other application software with the knowledge of accounting and finance.





# Marketing Strategy, Analytics and Development

Marketing Strategy, Analytics and Development is a fast-paced subject, providing a comprehensive understanding of marketing roles and functions within an organisation and the marketplace.

This subject introduces students to branding concepts at a personal branding level and builds skills to enable the completion of more complex strategic marketing planning and application at an organisational level. The underlying message contained in this subject is the need to always use marketing data, supported by sound theoretical knowledge, to make informed decisions concerning the introduction, innovation, or discontinuance of market offerings. Students are introduced to different types of marketing data and gain experience with management-level reporting tools. This subject is positioned for those aspiring to executive and c-suite career pathways. Accommodating those new to marketing, it provides extensive opportunities for those with prior marketing knowledge through developing skills in leading marketing change. This subject considers the future development of marketing by exploring the application of commercial skills to non-commercial environments.

## Learning outcomes

- Critically analyse the task of marketing;
- Examine the major functions that comprise the marketing tasks in organisations;
- Apply marketing concepts to real-life marketing situations.



# Management and Leadership Skills

This subject will cover and apply a variety of core concepts and theories from sociology, psychology, and organizational science, which form the knowledge base for leadership and management skills.

The focus of this subject is on surveying key core skills and setting students up for the continuous learning of these skills. Accordingly, students will be provided with in-depth materials and soft-copies of recent significant articles on each topic, tools for self-evaluation, specific suggestions for further learning and the development of skills using activities available throughout the program.

The objectives of this subject are: to improve your leadership and management skills, particularly those skills that will improve your ability to cope with today's increasingly dynamic and complex business environment; to provide awareness of your strengths, both as a leader and a manager, and identify areas where you need additional development; and to build a professional development plan, a critical step in improving one's ability to manage and lead yourself and others.

## Learning outcomes

- Critically analyse and explain core concepts relating to management and leadership concepts;
- Develop a framework for application to management and leadership practice;
- Apply and evaluate application of management and leadership approaches to a range of issues and contexts;
- Critically reflect on one's own and others management practices and leadership styles, in both theoretical and practical contexts.



# Corporate Finance

This subject provides learning opportunities that foster basic concepts of finance; it establishes a 'finance mindset' with value creation as a central concept for financial planning and decision-making in a complex world.

Financial markets are places where investors (suppliers of capital) and firms (consumers of capital) meet and trade. The first part of this subject examines the theories and techniques that both investors and firms use to deal with cash flows that occur at different points in time; we look at valuation problems across several types of capital markets. The second part of this subject introduces the concept of uncertainty and theories of risk that are central to an understanding of finance. It introduces a measure of risk and develops a model of how this risk measure corresponds to a level of expected return on an asset or project. We integrate this model of risk and return with the valuation of cash flows through time and consider the evidence on how prices in financial markets are related to value. Finally, we introduce options, discuss how they are valued and consider applications of option valuation.

## Learning outcomes

- Identify and differentiate the financial dimensions of business decision-making;
- Critically analyse and apply theoretical finance concepts to business;
- Evaluate and apply finance concepts for value creation in corporate planning and decision-making.

# Business Innovation and Technology Management

Perhaps the most difficult task for organisations is to discover market opportunities that are 'undiscoverable' for other firms in the industry.

As evidenced in many industries, technology, innovation and competitive advantage are a powerful trio. Yet, it is sometimes difficult to bring discipline to the process of innovation, research and development spending and technology investment. Clearly, business leaders must be prepared to assess coming waves of technology, their impact on business processes and their impact on relationships with suppliers, customers and competitors.

This subject provides a strategic perspective of technology/innovation management and its impact on the competitive positioning of the firm. We will examine tools and techniques that help leaders understand emerging trends and the opportunities/threats they may present to prevailing business models. We will also examine how organisations design and implement creative responses to the marketplace. You will use these techniques and become an active participant in the innovation process. No matter how creative (or non-creative) you may consider yourself, the techniques of this course will help you become a more effective manager of business innovation.

## Learning outcomes

- Examine tools and techniques to implement creative responses to the marketplace;
- Apply a strategic perspective to technology information management to establish a competitive business position.



# Corporate Strategy

This subject covers the fundamentals of corporate-level strategy.

Corporate-level strategy deals with the way a company creates value through the selection of a portfolio of businesses and the configuration and coordination of these businesses. The primary way in which corporate strategy ultimately creates value is through increasing the ability of businesses in the portfolio to create and sustain a competitive advantage. Alternatively, sharing a strong brand may increase differentiation, while reducing overall marketing costs. The major topics covered in this subject are diversification (related and unrelated), vertical integration, restructuring, synergy, alliance strategy and global strategy. The primary objective of this subject is to introduce you to the primary decisions, tools and concepts of corporate strategy. By the end of the course you should be able to understand how multi-business firms can create and destroy value, identify opportunities to improve corporate strategy, understand and analyse the major benefits and risks of various diversification strategies, understand the role alliances play in corporate strategy and analyse the major trade-offs between alliances and acquisitions, and understand the nature and strategic implications of both regional/global rationalisation and local responsiveness in global strategy.

## Learning outcomes

- Analyse and evaluate decision-making strategies by applying the tools and using the concepts of corporate strategy;
- Critically analyse strategic approaches and sustainable practices as a means of creating resilient, inclusive and innovative businesses and communities;
- Employ a range of methods, techniques and tools to plan and conduct business to generate solutions to complex problems in global contexts.



# Data Information: Management, Security, Privacy and Ethics

This subject covers a variety of important topics under the umbrella of data and information management.

Students will learn concepts and techniques related to a varied spectrum of topics in this area, ranging from database management to data security, privacy and ethics. Core elements of this subject include: data sources; data measurement; data storage (including principles of data warehousing and distributed database management systems), advanced data querying (basics on data cubes and OLAP); and notions of data integrity, sharing, security, ethics and privacy in data management and analysis, including essentials on privacy-preserving techniques for data analysis.

## Learning outcomes

- Analyse and apply the principles of data warehousing and distributed database management systems;
- Construct and apply advanced data querying, including data cubes and OLAP;
- Critically evaluate the principles of data integrity, sharing, security, ethics and privacy in data management and analysis, including the implementation of the essentials on privacy-preserving techniques for data analysis.



# Multinational Corporations and International Markets

Multinational Corporations are, beyond a doubt, among the most powerful global forces today.

These large organisations maintain footholds and assets across international boundaries and, in some cases, annual revenue exceeds the GDP of small nations. This subject seeks to equip students for careers in MNCs in both mature and emerging markets. The course will familiarise students with the organisational structures of MNCs, the local, regional and global nexuses of MNC operations environments and crucial aspects of corporate social responsibility. Through critical analysis of case studies, students will learn about operations, management and marketing in multinational and transnational environments, preparing them for leadership roles in these global organisations.

This subject also introduces students to the ways in which private businesses can leverage a plethora of public funding to defray operational costs and encourage innovation and investment through public and private partnerships. Students will acquire knowledge of governments' economic and social roles and responsibilities in different economic systems. Students will understand how they can benefit from identifiable interface points within government visions for economic development.

## Learning outcomes

- Compare and contrast mature and emerging markets of MNCs in the local, regional and global nexuses;
- Critically examine the operations, management and marketing of MNCs;
- Identify and analyse social corporate responsibility of MNCs;
- Identify and analyse the role of stakeholders in public and private partnerships under different economic systems and within government visions for economic development.



# Venture Capital and Entrepreneurship

This subject seeks to familiarise students with the diversity of capital forms and seed funding available to entrepreneurs — a crucial feature of business project outcomes and deliverability to stakeholders.

Students will learn to analyse long-term and short-term risks of engaging with venture capital, as well as the management of ambiguity. They will also gain insights into network relationships with these highly salient and expanding forms of funding through case study analysis of venture ‘incubators,’ ‘angel funds’ etc. As this module contains a significant entrepreneurial practicum component, students will be expected to assemble a proposal and presentation of a real or hypothetical entrepreneurial project.

## Learning outcomes

- Analyse long-term and short-term risks of engaging with venture capital;
- Identify and evaluate ambiguity, uncertainty and risk to advance ideas and opportunities in entrepreneurial projects;
- Synthesise ambitious ideas to pitch within a business model framework.





# Business Consulting

Business consultants work with clients on a range of organisational aspects, including strategy, planning and problem-solving.

This subject is designed to provide MBA students with immediately usable tools for addressing any consulting situation. The subject will step students through the phases a consultancy project needs to go through to maximise its success — contracting, data collection, data analysis, recommendations, and implementation. Simultaneously, students will learn how to approach and manage business consulting projects to meet clients' needs through the integration of business consulting concepts in an applied industry project. This subject will also cover a few of the most critical, high-level functional frameworks used by top consulting firms with respect to teamwork. This subject is geared towards any student considering a career in consulting or who wishes to appreciate the benefits of engaging a consultant.

## Learning outcomes

- Describe and integrate the techniques required for successful business consulting;
- Apply business consulting techniques to the design, research and management of a business consulting project;
- Critically evaluate methods to maximise team performance in business consulting.



# Integrated Global Capstone Project

This subject challenges students to think of what it means to be a 'global business leader', and to address the paradoxes of achieving business success for a company and ensuring a sustainable future world.

This subject provides opportunities for emerging global business leaders to navigate this landscape and to envision how they can enact initiatives to develop solutions for a better world by developing a project proposal that encompasses a sustainable future across the three Ps: people, planet and profit. It does so by exposing students to the general concepts and tools needed to address and solve issues that present grand, global, societal and/or environmental problems. In the process, students will: conduct desktop research to scope a problem; understand the constructs and associated factors and variables that are involved; collect, collate and analyse the data; and disseminate the findings. During the course of this subject, students will grow to understand that, as MBA Graduates, they will spend a significant portion of their career taking part in and leading projects of varying importance to the organisation, but of continual significance to the broader environment.

## Learning outcomes

- Develop a research project proposal, utilising research principles and methods (including collecting, collating and analysing data) and incorporating theoretical concepts/constructs, as relevant to your project proposal;
- Exercise ethical judgment and independent initiative to creatively solve global issues through the conduct of research and engagement with reflective practice that supports personal and professional development;
- Communicate specialised knowledge, ideas and arguments accurately, coherently and creatively, to a variety of audiences, through a range of platforms, activities, tasks and assessments.



# Contact details

**Phone:** 1300 535 919  
**Email:** [learn@online.jcu.edu.au](mailto:learn@online.jcu.edu.au)  
**Website:** [online.jcu.edu.au](http://online.jcu.edu.au)

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