

Australian Graduate School of Entrepreneurship (AGSE)
Postgraduate programs in
International Business

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UNIVERSITY OF
TECHNOLOGY

WANT TO OPEN THE DOOR TO GLOBAL CAREER OPPORTUNITIES?



swinburne.edu.au/postgrad


POSTGRADUATE PROGRAMS AT AGSE

The Faculty of Business and Enterprise is a leading provider of business education in Australia, delivering undergraduate and postgraduate programs on campus in Australia as well as at a number of international locations including Vietnam and Malaysia. The faculty benefits from its strong links with employers and professional bodies, both locally and internationally, and our mission is focused on developing the business leaders of tomorrow.

The faculty is one of six academic faculties at Swinburne University of Technology, an innovative education institution with five campuses in Melbourne and one in Sarawak, Malaysia. Swinburne is ranked among the top universities in the world in both the prestigious Shanghai Jiao Tong University Academic Rankings and the Times Higher Education QS World University Rankings. Closer to home, Swinburne is rated the best university in Melbourne for teaching quality and graduate satisfaction (The Good Universities Guide 2010).

The Australian Graduate School of Entrepreneurship (AGSE) is the faculty's graduate school. The AGSE has been leading the delivery of postgraduate business and management education for more than 30 years, and is Australia's only graduate school dedicated to the development of entrepreneurs. We combine practical theory with experiential learning to develop entrepreneurial leaders and innovative thinkers who have the required knowledge and skills to succeed in an often turbulent and challenging environment.

The AGSE established the renowned AGSE International Entrepreneurship Research Exchange. This international premier conference is a forum for the exchange and celebration of entrepreneurship research undertaken around the world in a collegial spirit.



Our programs are underpinned by high quality research and teaching excellence. Learn from commercially experienced academics, in courses that are practical and relevant to industry.

MASTER OF COMMERCE (INTERNATIONAL BUSINESS)

GRADUATE DIPLOMA OF COMMERCE (INTERNATIONAL BUSINESS)

GRADUATE CERTIFICATE OF COMMERCE (INTERNATIONAL BUSINESS)

There are a number of trends business must face – globalisation, climate change, economic integration, off-shoring and convergence all challenge business.

The Master of Commerce (International Business) program is designed to prepare international business operators to be capable of delivering results with these trends in mind. This program provides a unique opportunity for you to gain specialised knowledge through coursework, research or a combination of both, and to apply your learning in both simulated and real international business environments. You will have the opportunity to gain specialist knowledge, the means to recognise and take advantage of available opportunities, and to deal with the challenges inherent in international business environments.

You also have the opportunity to incorporate international experience into your studies by participating in study tours to Asia or Europe.

Career opportunities

As many participants may already be established in a business career, the key vocational outcomes will arise from better job performance and new opportunities opening up for graduates in international business areas.

Admission requirements

Entry into the Master of Commerce (International Business) program is open to applicants who have:

- Completed an approved undergraduate degree at credit level, from a recognised tertiary institution equivalent to a three-year Australian bachelor degree. Applicants with an approved undergraduate degree with less than a credit average must, in addition, submit a 500-word statement demonstrating their suitability for the program
- Completed the Graduate Certificate of Commerce (International Business) with a credit average
- Completed the Graduate Diploma of Commerce (International Business) with a credit average in the final four units

Special non-graduate entry

A special entry provision is available for applicants who do not have an approved undergraduate degree, but have a minimum of five years of approved work experience.

Program structure

The Master of Commerce (International Business) requires the satisfactory completion of 12 units of study. You can choose to exit the program at graduate certificate level (four units of study) or at graduate diploma level (eight units of study), subject to meeting pre/co-requisite requirements.

Location

The program is delivered at Swinburne's Hawthorn campus.

Program length

Master of Commerce (International Business) – 1.5 years full-time or equivalent part-time

Intakes

February, August

Units of study

GRADUATE CERTIFICATE UNITS	
HBI450	Introduction to International Business
HBI451	International Trade and Finance
HBL450	International Commercial Law
HBM470	International Marketing and Research

GRADUATE DIPLOMA UNITS	
HBH522	Managing People across Cultures
HBI552	Business in Asia, the Americas and Europe
HBI553	Australian Trade and Investment
	One elective unit

MASTER UNITS	
Option 1 (coursework)	
HBI550	Trends in International Business
HBI650	Global Business Strategy
HBI651	International Case Studies
	One elective unit
Option 2 (coursework and research)	
HBI650	Global Business Strategy
HBM620	Research Methodology
HBI660	Dissertation/Action Research Project

Global Leadership Program

A popular alternative to the Master of Commerce (International Business), this is a unique program offering students the opportunity to gain two master degrees in two years, from two high-ranking institutions: a Master of Commerce (International

Business) from Swinburne, and a Master of Science (Leadership) from Northeastern University, Boston, USA.

The program is taught at Swinburne by both Swinburne and Northeastern academics, with the option to study your leadership units in Boston.

You may choose to commence with the Graduate Diploma of Commerce (International Business) Global Leadership Program, which is a one-year course, and articulate to the Master of Commerce (International Business) Global Leadership Program. Please note that you have to achieve a credit average in your last four units in order to articulate to the master program.

Global Financial Management Program

The Global Financial Management Program is a unique course that offers you the opportunity to gain two professionally recognised master qualifications in two years, from two high-ranking institutions.

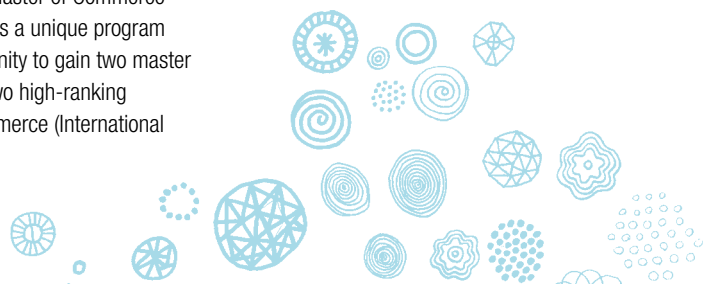
In two years of full-time study in Melbourne, Australia and Newcastle upon Tyne in the UK, you will be eligible for the Master of Commerce (International Business) from Swinburne and the Master of Science (Global Financial Management) from Northumbria.

In your first year, you will complete your International Business units at Swinburne University of Technology in Melbourne. You will then complete your Global Financial Management units at Northumbria University's Newcastle Business School.

Alternatively, students who are unable to study in the UK may complete the Master of Commerce (International Business) at Swinburne.

For more course and admissions information on the global programs: www.swinburne.edu.au/globalprograms

For specific unit and course information: www.swinburne.edu.au/courses



HBI450 Introduction to International Business

Introduces basic concepts, principles and practices of international business, including economic, political, socio-cultural, technological and environmental considerations, with topics like market entry modes, management, competitive advantage, roles of government and trade policy.

HBI451 International Trade and Finance

Raises awareness of trade issues and their relevance for international business. You will gain an understanding of foreign exchange markets, the risks of foreign exchange exposure and its management in international business transactions, as well as the rationale for international borrowing, lending, raising and investing funds.

HBL450 International Commercial Law

Introduces you to the major legal principles and issues that arise in the conduct of international trade in goods and services. It covers Australian law on the international sale of goods; a detailed study of the Vienna Convention and Incoterms; an introduction to intellectual property; methods of payment; contracts for the carriage of goods; and international dispute resolution. It also covers the conduct of multinational and government regimes in international trade, with a focus on the World Trade Organisation.

HBM470 International Marketing and Research

Examines the concept of international marketing and how it fits within corporate structures and strategies. You will be introduced to the theoretical and practical aspects of collecting marketing information for the analysis and understanding of markets, strategies for entry and implementation of marketing programs.

HBH522 Managing People Across Cultures

Develops an understanding of national, corporate and regional cultures as they impact on cross-cultural management. You will explore some of the challenges associated with managing people across cultures from a management perspective.

HBI552 Business in Asia, Europe and the Americas

In this unit you will gain the knowledge required to understand existing business environments. You will learn about the business practices and cultures prevailing in various regions, and identify various intercultural nuances in interpersonal communication, such as negotiations.

HBI553 Australian Trade and Investment

Explores the social, political and economic realities of Australian trade and investment involvement with the world. This unit also examines globalisation and business realities from the Australian business perspective, and how Australian exporters and investors need to operate in the global business environment.

HBI550 Trends in International Business

In this unit you will learn how to conduct an environmental analysis in turbulent and uncertain times. Political, economic, social, technologic environmental and management trends are examined in this unit.

HBI650 Global Business Strategy

Provides an overview of global strategy theories and principles that have considerable implications for modern enterprises. You will examine emerging trends in globalisation and the implications for corporate strategy; describe global strategic intent and mission; and explain their value in responding to international business.

HBI651 International Case Studies

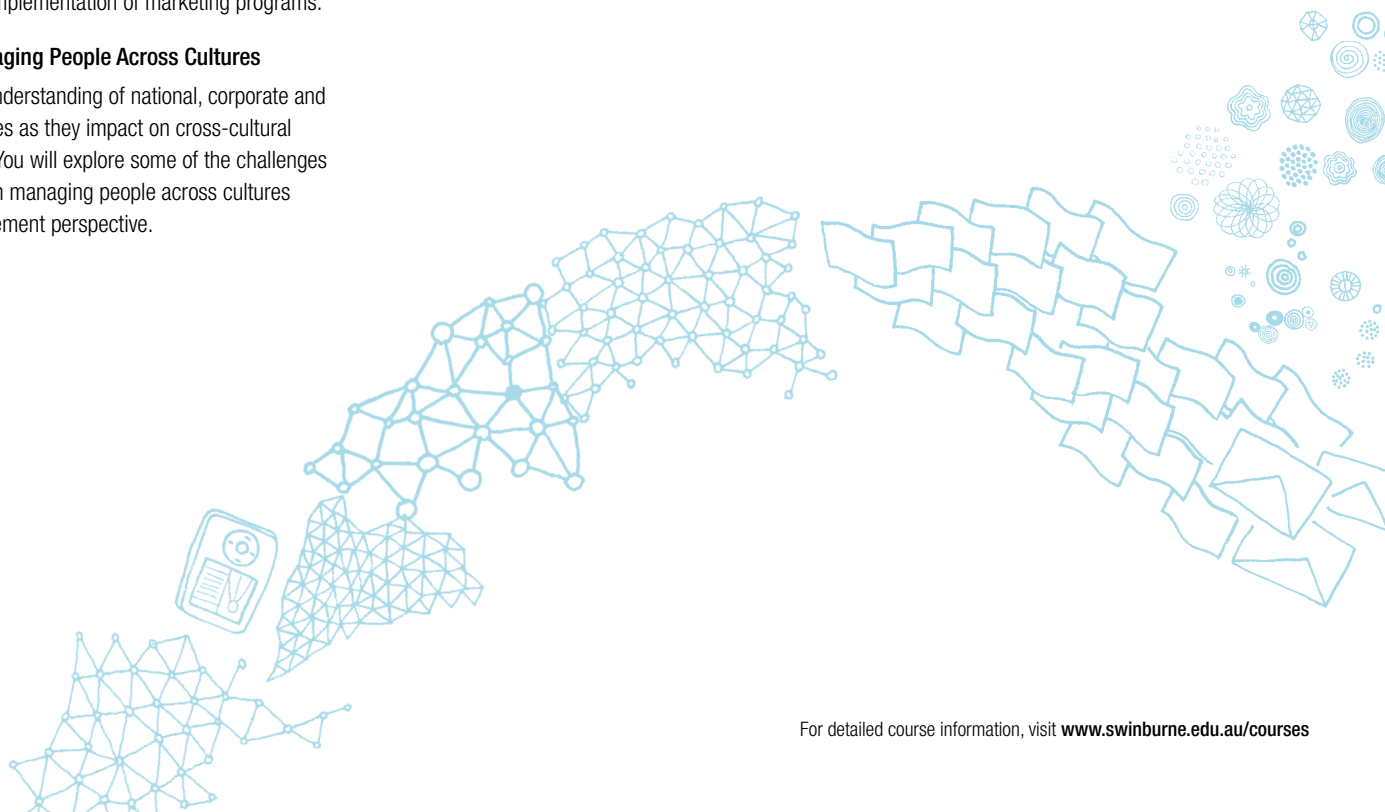
Consolidates and integrates your learning in the program to enable a holistic view of the management of international businesses. This is done by taking the view of a consultant to a number of companies that are facing international business problems, required to present solutions to the companies.

HBM620 Research Methodology

Familiarises you with various methods of data collection and analysis to ensure you can choose the most appropriate methods given the context in which you operate. It is expected that the study carried out in this unit will be integral to your dissertation/action research project.

HBI660 Dissertation/Action Research Project

In this unit you will develop your own research capabilities and your knowledge through deeper self learning, culminating in a dissertation.



General information

Jennifer Dean

Consultant, Airbiz Aviation Strategies Pty Ltd

"I chose to do further studies at Swinburne as I had completed my undergraduate business degree there and enjoyed that experience. I also have been working professionally for a couple of years and have become aware of Swinburne's good reputation in industry.

This program offers a good combination of solid business subjects with an international focus. This particularly appealed to me because of the increasingly global business environment and I work for an international company.

The course offered an interesting approach to subjects with case studies pertinent to my full-time position at Airbiz. I was able to apply each topic I studied to situations in my workplace. Overall, this has given me an 'extra edge' and built my confidence in understanding complex commercial theories."

Facilities

As a Swinburne student you will automatically gain access to a range of facilities and services. These include a well-resourced library, computer laboratories, fitness and health facilities, personal and career counselling, housing, employment and financial advice.

Fees

In 2011, tuition fees for this program are based on \$2100 per 12.5 credit point unit of study. In the event that a unit of study is derived from another program, the applicable fee will be that of the other program. All fees are reviewed each year and may increase without notice.

	Units	Fees
Graduate Certificate	4	\$8,400
Graduate Diploma	8	\$16,800
Master	12	\$25,200

FEE-HELP

FEE-HELP is a government funded loan that helps eligible fee-paying students pay their tuition fees. FEE-HELP is not available to New Zealand citizens and most holders of Australian permanent visas, however, it is available to Australian citizens and holders of a permanent humanitarian visa.

For further information visit: www.goingtouni.gov.au

English proficiency

Students whose first language is not English must provide evidence of advanced proficiency in written and spoken English:

- IELTS overall band of 6.5 (Academic Module) with no individual band less than 6.0; or
- TOEFL 575 with TWE score not less than 50; or
- Proof of previous recognised studies (e.g. bachelor degree) taught in English

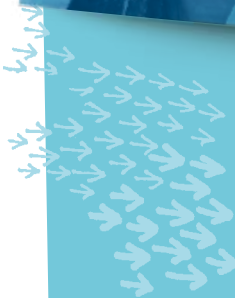
Application procedure

If you are an Australian resident you can find application information and apply directly at www.swinburne.edu.au/postgrad

International students should apply through Swinburne International. For further information visit: www.international.swinburne.edu.au

Applications should be accompanied by:

- A certified copy of original transcripts of official results for previous academic qualifications
- Current résumé or curriculum vitae
- English language test score, if English is not your first language
- Certified copies of proof of identity as follows:
 - Australian citizens: birth certificate, or extract of birth certificate or Australian passport or Certificate of Australian Citizenship
 - Permanent residents: passport containing Permanent Resident visa label or a letter from DIAC indicating Evidence of Resident Status in Australia



Recognition of Prior Learning (RPL)

Credit may be granted to students based on the completion of relevant prior tertiary studies. We will make an assessment of your RPL in conjunction with your enrolment application so all supporting documentation needs to be supplied. Please note: units completed more than 10 years prior to enrolment at Swinburne are not admissible for RPL purposes.

Transition into Postgraduate Study (TPS)

The Transition into Postgraduate Study (TPS) orientation workshop is an interactive and fast-paced on-campus induction program for all commencing Faculty of Business and Enterprise postgraduate students. It gives you the opportunity to gain the knowledge and insight that would help you to hit the ground running when you start your course.

During the TPS program you will be warmly welcomed into the Swinburne community. You have the opportunity to meet your fellow students and academic staff, find out about the learning facilities available on-campus, and learn about how to manage the transition into a postgraduate learning environment.

International students

If you want to study at Swinburne but are not an Australian resident, telephone Swinburne International on (+61 3) 8676 7002 or 1800 897 973 from within Australia, or visit: www.swinburne.edu.au/international

Further information

Telephone: 1300 275 794
Email: postgrad@swinburne.edu.au
www.swinburne.edu.au/business/agse

Important semester dates

We take applications throughout the year. The semester start dates for 2011 are as follows:

Semester 1

February intake **28 February 2011**

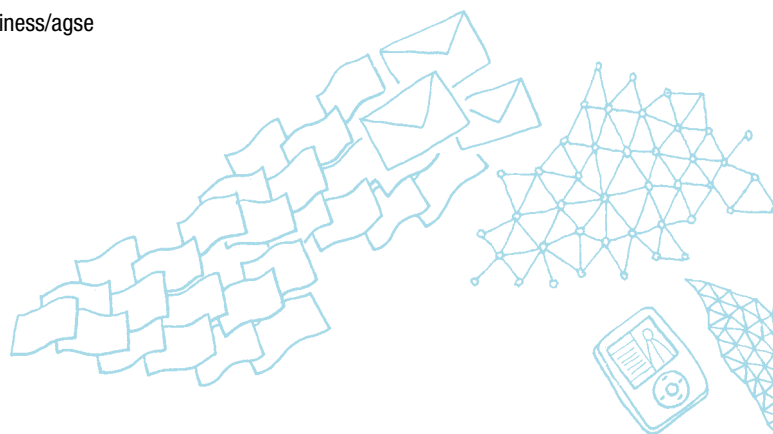
Winter Term
(Global Leadership Program) **20 June 2011**

Semester 2

August intake **8 August 2011**

September intake (MBA and
Global Leadership Program) **26 September 2011**

These dates are correct at time of printing but are subject to change. For current semester dates: www.swinburne.edu.au/calendar



Where we are

Hawthorn campus
John Street,
Hawthorn Vic 3122

Lilydale campus
Melba Avenue,
Lilydale Vic 3140

Prahran campus
144 High Street,
Prahran Vic 3181

Questions?

1300 ASK SWIN
(1300 275 794)
www.swinburne.edu.au
postgrad@swin.edu.au

For information on
postgraduate events visit:
www.swinburne.edu.au/postgrad

CRICOS Provider Code: 00111D
The information contained in this course guide was correct at the time of publication, September 2010. The university reserves the right to alter or amend the material contained in this guide. The information in this guide does not apply to international students. For information about courses for international students please go to: www.international.swinburne.edu.au

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INFORMATION SESSIONS

Information sessions are held regularly throughout the year. They are a great opportunity to meet and talk to staff about your postgraduate study options.

The sessions help you understand what your chosen postgraduate program entails – what you can learn and what your study options are and where your qualification may take you.

For session dates visit
www.swinburne.edu.au/postgrad
or call us on 1300 ASK SWIN

