



STL9 Master of Applied Business Program Guide

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1. Overview of STL9-MAB Program

Take your business career to a higher level with a Master of Applied Business (STL9-MAB). The course sits between and covers the gap from a general MBA compared to a specialist Master of Finance or Economics, in doing so the subjects cover an appropriate blend of theoretical concepts matched with practitioner elements or matched with practical topics.

Our high-quality course is best for executives working in cooperation's attempting to grow in their overall business perspective and/or entrepreneurs and business owners wanting to create a competitive advantage for their business ventures. While the course is an intensive experience, designed for an optimal career and business impact, you will strengthen your knowledge of business theories and concepts while improving leadership, communication and team skills. Our MAB course will transform how you think about yourself, you will graduate with the current knowledge, and the required skills to confidently analyse and synthesize information to make informed decisions and create innovative solutions to improve current business practices and be ready for success in any competitive field.

We provide choices to give you the flexibility to meet your learning and career goals. You can study at your convenience and complete your MAB 100% online, allowing you to tailor your study needs, pace and removing barriers to place and time allowing you to gain a business qualification without putting other work or family commitments on hold. You have the opportunity to complete many of your studies online and address real issues with academic staff.

Pedagogical Approach

Our mission is to deliver high-quality education and positive student experiences, making our unique online option an excellent postgraduate-course delivery. We use various pedagogical approaches such as constructivism, interactive, reflective, collaborative and inquiry-based—all strategically designed to enhance student learning and recollection. The pedagogical approach is also integrated with our unique cutting-edge technology to produce:

- An engaging and visually dynamic presentation of content to enhance student learning and interest.
- Teaching materials in various forms, through video/audio, text, case studies, diagrams and infographics, available through any device.
- An innovative mobile-first solution easily adapts to all screen sizes and devices.
- Visualization Tools
 - **STL9-MAB Subject Staging** showing subject stages along a Term or Semester duration.
 - **STL9-MAB Course Timeline** showing subjects' content along the course.
 - **STL9-MAB Subject Linkage Tables and Maps** showing section linkages to all other subjects.

The Master of Applied Business covers a broad range of business and management disciplines. Tailored to your needs by completing core subjects and a wide range of elective subjects.

Course Outcomes

Graduates of the Master of Applied Business will develop knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning. Upon the successful completion of this degree, students will be able to:

1. Acquire and demonstrate a broad understanding of the theoretical and practical knowledge of business disciplines and comprehend how businesses benefit from understanding the role of these theories in organisations.
2. Critically analyse and debate issues and ideas within the business disciplines and demonstrate an advanced and integrated understanding of a complex body of knowledge to successfully develop, launch, grow innovative enterprises and lead your own business.
3. Apply critical analysis and reflection to ethically research, synthesize and evaluate complex information, problems, concepts, interpretations and theories to demonstrate cognitive and technical skills within the business discipline.
4. Analyse and synthesise research findings to a variety of audiences using a range of communication methods, thus students will acquire business acumen and skills in leading an organization while building specialist knowledge within the chosen discipline.
5. Make effective use of the literature: Undertake research that culminates in an independent synthesis of the latest theories, concepts and tools learned in this course to diagnose organisational issues and formulate creative strategic responses.
6. Synthesise and analyse theoretical and practical business theories to develop an in-depth understanding of the theories and practical knowledge necessary for managers to solve real-world problems and improve current business practices.
7. Demonstrate self-evaluation and an appreciation of professional responsibilities and ethical principles that characterise leaders in the business field.

The Master of Applied Business is an interdisciplinary course, integrating knowledge and methods from different disciplines, using a real synthesis of approaches. Graduates of this course will be highly proficient and will acquire a comprehensive understanding of government rules and regulations to successfully lead an organisation.

Program Summary

Course Code: STL9-MAB

Faculty: Business

Standard Duration: 1.5 years full-time or part-time equivalent.

Commencing: <TBA>

Course Level: Postgraduate Coursework

Mode and Location: <TBA>

Units: 15 Subjects

Award: Master of Applied Business

AQF: Level 9

2. Course Information

The Master of Applied Business embodies 15 subjects encompassing theory, industry know-how, practical and applied elements to create the next generation of brilliant business minds. To attain the award of *Master of Applied Business (MAB)*, students must complete 288 Academic Credit Points (equivalent to 12 Subjects) in total in 1.5 years of full-time study (or part-time equivalent), consisting of:

- A. 120 credit points (equivalent to 5 subjects) Core Business units (Compulsory)
- B. 48 credit points (equivalent to 2 subjects) Foundation units (Compulsory)
- C. 72 credit points (equivalent to 3 subjects) Specialisation units (Elective)
- D. 48 credit points (equivalent to 2 subjects) Research component (Compulsory)

Alternative Exits:

- 1) **Graduate Diploma of Applied Business (GDipABus):** On completion of a minimum of 192 Academic Credit Points of study (equivalent to 8 Subjects), students may exit this course with *Graduate Diploma of Applied Business (GDipABus)* if they meet graduation requirements.
- 2) **Graduate Certificate of Applied Business (GCABus):** On completion of a minimum of 96 Academic Credit Points of study (equivalent to 4 Subjects), students may exit this course with *Graduate Certificate of Applied Business (GCABus)* if they meet graduation requirements.

Course Requirements

To complete the MAB course, a student must complete 12 Subjects. Table 1 summarizes the course entry Master of applied Business, Graduate Diploma of Applied Business and Graduate Certificate of Applied Business study time and the required compulsory, elective or specialization subjects.

Applied Business Program	Master of Applied Business (MAB)	Graduate Diploma of Applied Business (GDipABus)	Graduate Certificate of Applied Business (GCABus)
	Subjects: 5 Compulsory + 3 Electives + 4 Specialisation	Subjects: 6 Compulsory + 2 Electives or 2 Specialisation	Subjects: 2 Compulsory + 2 Electives or 2 Specialisation
	1.5 years full-time (or part-time equivalent)	1 year full-time (or part-time equivalent)	Half-year full-time (or part-time equivalent)

Table 1: MAB, GDipABus and GCABus Overview

Course Structure

Table 2 summarizes the subjects you will study in the Master of Applied Business, including which subjects are compulsory and elective subjects, also their corresponding credit points per subject. All the MAB subjects can be studied as part of electives for other postgraduate courses, for more information contact student enquiries.

Compulsory Subjects (216 Credit Points)	Credit Points	Specialization Elective Subjects (144 Credit Points)	Credit Points
S1. Applied Business Strategy for Managers	24	S8. Enterprise Risk - Identification & Mitigation	24
S2. Applied Economics for Managers	24	S9. Entrepreneurship & Innovation Management	24
S6. Accounting for Managers	24	S13. International Business for Managers	24
S7. Finance for Managers	24	S10. Operations Management 1 – Resource & Workflow Layout	24
S3. Applied Marketing for Managers	24	S11. Operations Management 2 – Processes Mapping & Supply Chain	24
S4. Business Law for Managers	24	S12. Operations Management 3 – Enterprise Resource Planning (ERP) Metrics	24
S5. Organisational Behaviour, HR & Leadership	24	S14. Strategic Business Planning	24
S15. Applied Project & Research Methods in Business (Double Subject)	48		

Table 2: MAB Compulsory and Elective Subjects

Sample Course Plan

Table 3 shows the sample course plans students can undertake as part of the requirements for Majors in Strategy Core, Quantitative Core, Management Core and Operations Core.

Majors	Recommended (Core & Electives)	Credit Points
Strategy Core	S1 Applied Business Strategy for Managers	24
	S14 Strategic Business Planning	24
Quantitative Core	S2 Applied Economics for Managers	24
	S6 Accounting for Managers	24
	S7 Finance for Managers	24
	S15 Applied Project & Research Methods in Business (Double)	48
Management Core	S3 Applied Marketing for Managers	24
	S4 Business Law for Managers	24
	S5 Organisational Behaviour, HR & Leadership	24
	S8 Enterprise Risk - Identification & Mitigation	24
	S9 Entrepreneurship & Innovation Management	24
	S13 International Business for Managers	24
Operations Core	S10 Operations Management 1 – Resource & Workflow Layout	24
	S11 Operations Management 2 – Processes Mapping & Supply Chain	24
	S12 Operations Management 3 – Enterprise Resource Planning (ERP) Metrics	24

Table 3: Sample Course Plan

3. Study Online

We provide choices to give you the flexibility to meet your learning and career goals. You can study at your convenience and complete your MAB 100% online, allowing you to tailor your study needs, pace and removing barriers to place and time allowing you to gain a business qualification without putting other work or family commitments on hold. You have the opportunity to complete many of your studies online and address real issues with academic staff.

4. Careers in Business

The Master of Applied Business gives graduates an opportunity to find employment in dynamic management roles in many industries in Australia or overseas. Job titles include:

- Senior Executives
- Chief Executive Officer
- Chief Information Officer
- Financial Manager
- General Manager
- Marketing Manager
- Operations Manager
- Human Resource Manager
- Production Manager
- Account Executive
- Business Consultant
- Entrepreneur
- Business owner

5. Course Fees

Your fees will vary depending on the graduate coursework degree you choose and the type of enrolment. <To be inserted by institution>.

- Cost
- FEE-HELP

6. Admissions

Entry Requirements

To be eligible for admission to the course, you must satisfy all entry requirements. These requirements include:

- Completion of an Australian bachelor's degree or equivalent in a similar discipline.
- Applicants without an undergraduate qualification may be admitted to the Graduate Certificate based on approved work experience (minimum five years).
- Applicants are required to submit a curriculum vitae.

English Language Criteria

High level of English language proficiency. Students must meet the IELTS or TOEFL minimum score requirements.

How to apply

For more information, visit the <Insert Link for application> website.

Enquire now

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