

**STUDY PLAN
MASTER OF BUSINESS ADMINISTRATION (NEW)**
Applicable for MBA students admitted from SP22 2022 onwards



COURSE STRUCTURE

MBA comprises of 12 subjects, including:

6 CORE SUBJECTS

2 SUBJECTS FROM LIST 1

Option 1 (MBA with a single major)

Option 2 (MBA - General Stream)

4 CORE SUBJECTS OF MAJOR AS STATED IN STUDENT CONTRACT

4 ELECTIVE SUBJECTS - INCLUDING 2 LEVEL 5 SUBJECTS WITH LB, CP, TO, CO PREFIX + 2 LEVEL 5 SUBJECTS FROM ANY POSTGRADUATE PROGRAMS. SEE LIST 2 IN BELOW TABLE FOR THE CHOICES OF ELECTIVE

General Information: 1 subjects is equal to 3 credit points.

Subject Code	Subject Name	Prerequisite	Year 2023			Year 2024		
			SP21 2023	SP22 2023	SP23 2023	SP21 2024	SP22 2024	SP23 2024
LB5113	Corporate Strategy		✓	✓	✓	✓	✓	✓
LB5203	Sustainable Enterprise		✓	✓	✓	✓	✓	✓
LB5233	Innovation and Entrepreneurship	12 credit points of LB subjects	✓	✓	✓	✓	✓	✓
LB5237	Managerial Accounting for Decision Making		✓	✓	✓	✓	✓	✓
LB5241	Leadership Futures		✓	✓	✓	✓	✓	✓
LB5235	Applied Research Project	21 credit points of Level 5 subjects, including a minimum of 15 credit points of LB5 subjects	✓	✓	✓	✓	✓	✓
LB5520	Professional Project / Internship*	This subject is offered every trimester. A minimum of 21 credit points of LB5, CO5, CP5 or TO5 subjects (depending on degree/program) and permission of the course coordinator. ** For students interested in taking LB5520, please take note that you will need to pass and complete all 11 subjects before taking this subject. Student need to send the Internship application form to the Student Careers Office (careers-singapore@jcu.edu.au) at least one trimester in advance.	✓	✓	✓	✓	✓	✓
LB5229	Economics for a Sustainable World		✓	✓	✓	✓	✓	✓
LB5230	Managing Strategic Resources and Operations		✓	✓	✓	✓	✓	✓
LB5231	Corporate Responsibility and Governance		✓	✓	✓	✓	✓	✓

Subject Code	Subject Name	Prerequisite	Year 2023			Year 2024		
			SP21 2023	SP22 2023	SP23 2023	SP21 2024	SP22 2024	SP23 2024
CO5124	Data Analysis and Decision Modelling	Assumed Knowledge: Capability with Excel or similar spreadsheet package	✓	✓	✓	✓	✓	✓
CP5634	Data Mining	(Inadmissible subject: CP5403)	✓	✓	✓	✓	✓	✓
CP5640	Information Management and Analytics Technology		✓	✓	✓	✓	✓	✓
LB5131	Business Consulting		✓	✓	✓	✓	✓	✓
CP5636	e-Strategic Management	(Inadmissible subject: CP5401)	✓	✓	✓	✓	✓	✓
LB5122	Marketing Strategy, Analytics and Development		✓	✓	✓	✓	✓	✓
LB5132	Multinational Corporations and International Markets		✓	✓	✓	✓	✓	✓
LB5232	Digital Marketing	LB5202 or any Introductory Marketing subject	✓	✓	✓	✓	✓	✓
LB5131	Business Consulting		✓	✓	✓	✓	✓	✓
LB5133	Venture Capital and Entrepreneurship		✓	✓	✓	✓	✓	✓
LB5403	Project Management Principles and Foundations	Assumed Knowledge: Basic knowledge of management	✓	✓	✓	✓	✓	✓
Select 1 Level 5 subject with LB Prefix from list 2.								
CO5109	Corporate Finance		✓	✓	✓	✓	✓	✓
CO5231	Advanced Investment and Portfolio Analysis		✓	✓	✓	✓	✓	✓
LB5238	Advanced Financial Risk Management		✓	✓	✓	✓	✓	✓
LB5461	International Finance	Assumed Knowledge: Basic knowledge of economics	✓	✓	✓	✓	✓	✓
LB5234	Leading and Managing Organisational Change		✓	✓	✓	✓	✓	✓
LB5304	Contemporary Issues in Human Resource Management	Assumed Knowledge: Marketing knowledge gained from LB5205	✓	✓	✓	✓	✓	✓
LB5402	Performance Management & Appraisal	Assumed Knowledge: Basic knowledge of management	✓	✓	✓	✓	✓	✓
LB5404	HR Analytics and Decision Making	Assumed Knowledge: Introductory Human Resource Management (HRM) Statistics	✓	✓	✓	✓	✓	✓
TO5101	Tourism Systems Analysis		✓	✓	✓	✓	✓	✓
TO5102	Tourism and Hospitality Operations Management		✓	✓	✓	✓	✓	✓
TO5104	Tourist Management Strategies		✓	✓	✓	✓	✓	✓
TO5105	Meetings, Incentives, Conferences and Events (MICE)	Assumed Knowledge: Business or Tourism and Hospitality background	✓	✓	✓	✓	✓	✓

LIST 2 (ELECTIVE LEVEL 5 SUBJECTS) - Only for students with General Stream

Subject Code	Subject Name	Prerequisite	Year 2023			Year 2024		
			SP21 2023	SP22 2023	SP23 2023	SP21 2024	SP22 2024	SP23 2024
LB5122	Marketing Strategy, Analytics and Development		✓	✓	✓	✓	✓	✓
LB5124	Business Innovation and Technology Management		✓	✓	✓	✓	✓	✓
LB5131	Business Consulting		✓	✓	✓	✓	✓	✓
LB5132	Multinational Corporations and International Markets		✓	✓	✓	✓	✓	✓
LB5133	Venture Capital and Entrepreneurship		✓	✓	✓	✓	✓	✓
LB5202	Marketing Essentials		✓	✓	✓	✓	✓	✓
LB5205	People in Organisations		✓	✓	✓	✓	✓	✓
LB5212	Accounting and Finance for Managers		✓	✓	✓	✓	✓	✓
LB5228	The Changing Business Environment		✓	✓	✓	✓	✓	✓
LB5232	Digital Marketing	LB5202 or any Introductory Marketing subject	✓	✓	✓	✓	✓	✓
LB5234	Leading and Managing Organisational Change		✓	✓	✓	✓	✓	✓
LB5238	Advanced Financial Risk Management		✓	✓	✓	✓	✓	✓
LB5304	Contemporary Issues in Human Resource Management	Assumed Knowledge: Marketing knowledge gained from LB5205	✓	✓	✓	✓	✓	✓
LB5401	International Finance	Assumed Knowledge: Basic knowledge of economics	✓	✓	✓	✓	✓	✓
LB5402	Performance Management & Appraisal		✓	✓	✓	✓	✓	✓
LB5403	Project Management Principles and Foundations		✓	✓	✓	✓	✓	✓
LB5404	HR Analytics and Decision Making	Assumed Knowledge: Introductory Human Resource Management (HRM) Statistics	✓	✓	✓	✓	✓	✓
TO5002	Introduction to Tourism and the Environment		✓	✓	✓	✓	✓	✓
TO5101	Tourism Systems Analysis		✓	✓	✓	✓	✓	✓
TO5102	Tourism and Hospitality Operations Management		✓	✓	✓	✓	✓	✓
TO5103	Global Destinations Competitiveness		✓	✓	✓	✓	✓	✓
TO5104	Tourist Management Strategies		✓	✓	✓	✓	✓	✓
TO5105	Meetings, Incentives, Conferences and Events (MICE) (Developed by JCUIS)		✓	✓	✓	✓	✓	✓
TO5106	Quality Customer Service		✓	✓	✓	✓	✓	✓
TO5202	Economic Decision - Making in the Hospitality Industry		✓	✓	✓	✓	✓	✓
TO5203	Hospitality and Gastronomy		✓	✓	✓	✓	✓	✓
CO5109	Corporate Finance		✓	✓	✓	✓	✓	✓
CO5124	Data Analysis and Decision Modelling		✓	✓	✓	✓	✓	✓
CO5231	Investment and Portfolio Analysis		✓	✓	✓	✓	✓	✓
CP5631	Internet Fundamentals		✓	✓	✓	✓	✓	✓
CP5633	Database Modelling		✓	✓	✓	✓	✓	✓
CP5638	Web Design and Development		✓	✓	✓	✓	✓	✓
CP5639	Problem Solving and Programming I		✓	✓	✓	✓	✓	✓
CP5310	e-Business Technologies	No pre-req. (Assumed Knowledge: Basic relational database principles and have facility with at least one programming package.)	✓	✓	✓	✓	✓	✓
CP5503	Enterprise Database Systems - Oracle	No pre-req. (Assumed Knowledge: Basic knowledge of relational database principles.)	✓	✓	✓	✓	✓	✓
CP5520	Advanced Databases and Applications	No pre-req. (Assumed Knowledge: have equivalent knowledge through other study or professional experience.)	✓	✓	✓	✓	✓	✓
CP5604	Advanced Game Design	No pre-req. (Assumed Knowledge: Knowledge of at least one programming language and some knowledge of multimedia packages.)	✓	✓	✓	✓	✓	✓
CP5607	Advanced Human Computer Interaction	No pre-req. (Assumed Knowledge: Knowledge of at least one programming language and some knowledge of multimedia packages.)	✓	✓	✓	✓	✓	✓
CP5608	Advanced Animation Techniques	No pre-req. (Assumed Knowledge: Advanced knowledge of multimedia packages.)	✓	✓	✓	✓	✓	✓
CP5609	Intelligent Agents and Simulation	No pre-req. (Assumed Knowledge: Advanced knowledge of Object Oriented programming packages.)	✓	✓	✓	✓	✓	✓

Note: Subjects with (BMs) in **italic format** reflects a recent name change with effect from SP21 2023 onwards.
 Note: Changes that are recently made will be highlighted in yellow.
 Disclaimer: The above information is correct as below date. Due to unforeseen situations there might be changes done in subject offerings before each trimester. Your understanding is greatly appreciated.