

AIM BUSINESS SCHOOL



HEADING IN
THE RIGHT
DIRECTION?

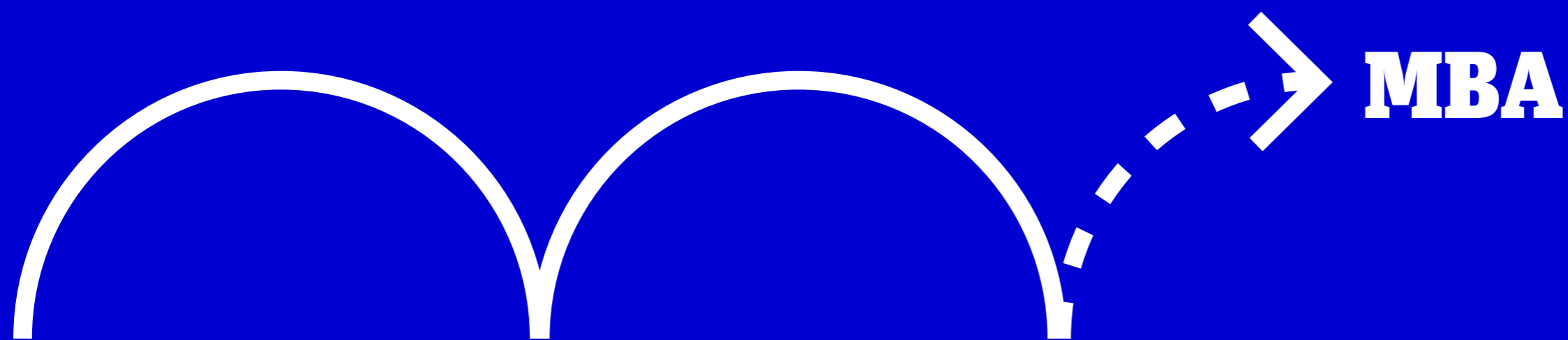
MBA PROGRAM



Set your sights beyond the horizon with postgraduate study from AIM Business School.

Our MBA program offers **accessible** entry, **flexible** study options and start dates, as well as a **practical** learning context.

Be in charge of your future. Call us today on +91 98149 94711



LEAPS &
BOUNDS
AHEAD

ACCESSIBLE

Ready when you are.

With quarterly intakes, you can start your study journey at a time that suits you. Plus with entry options designed to suit experienced professionals, there's no barrier to study.

FLEXIBLE

Study options tailored to you.

Online study via myABS with learning support provided by Gian Jyoti Institute of Management and Technology's qualified faculty approved by AIM that works best for you depending on your location and lifestyle.

When we say flexible – we mean it.

PRACTICAL

Real world teaching and learning.

Get the best of academic and practical in one, by applying what you learn immediately in your role.

Plus all assessments are theory and work-based with a practical focus and no exams.

At AIM, we believe that to achieve an outstanding career you need to always aim high. While postgraduate education inherently means a significant investment in time and resources, the success our graduates enjoy upon completing their studies is testament to the transformation they undergo while studying with AIM Business School.

The AIM Business School MBA is designed to leverage your past and present experiences, enabling you to think critically and strategically about the environment you operate in and the people you lead. It will equip you with the essential knowledge and skill sets you need to drive organisations forward and achieve real results in today's dynamic business environment.

So if you're looking to make an investment in your career, invest in an MBA. After all, an investment in education always pays the best returns.

Peter Mobbs
Chief Executive

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AIM BUSINESS SCHOOL

Every leadership journey is unique. Different leaders have different needs at different times. AIM Business School's MBA is designed to provide a broad and extensive understanding of business and management across a wide spectrum – so you can reach beyond what you know to become an effective and dynamic leader.

And since time is vital, our practical focus means you can immediately apply what you learn in the workplace for the greatest impact and value.

The key to becoming a great leader is self-belief, and our sole purpose is to provide a collaborative environment that fosters skills and boosts confidence across all disciplines of management.

We encourage managers to set their sights high and reach way beyond their current potential.

We are ready when you are.

Our MBA program is accessible, and specifically tailored for the experienced professional.

- › We value work experience as well as prior study.
- › Flexible intake periods – we have quarterly and term intakes!
- › Take on as much as you can, when you can.
- › Get personalised support.

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Our courses move with you.

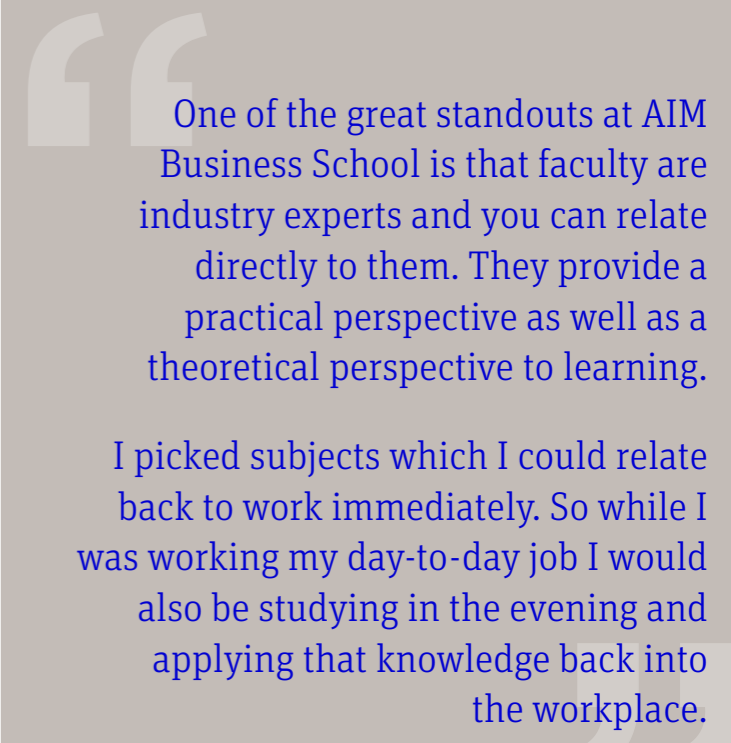
Not everyone can work to the same timetable, so at AIM Business School we are flexible with how, when and where you study.

- › Online delivery with flexible quarterly intakes when you are ready.
- › Be part of our virtual campus, myABS, offering enriching learning opportunities.

Real world teaching, real world learning.

- › Get the best of academic and practical in one, and apply what you learn right away for instant value.
- › Practical course design focusing on real-world case studies.
- › Work-based assessments (and no exams).
- › Academic Faculty selected direct from senior-level industry with solid postgraduate academic qualifications.

**Be the master of your future career.
Act now and secure your place
today. Call +91 98149 94711**



One of the great standouts at AIM Business School is that faculty are industry experts and you can relate directly to them. They provide a practical perspective as well as a theoretical perspective to learning.

I picked subjects which I could relate back to work immediately. So while I was working my day-to-day job I would also be studying in the evening and applying that knowledge back into the workplace.

**Danny Sittrop,
Distribution Partner Manager**

Professor Elizabeth More AM is the Dean of the AIM Business School. Her Academic qualifications include a BA (Hons) (UNSW), GradDipMgt(Central Queensland University), MCommLaw(Deakin University), and a Phd(UNSW). Professor More, a former Dean of Macquarie University's Graduate School of Management (MGSM), has extensive experience in consulting to both private and public sector organisations, as well as involvement with executive education.



AIM BUSINESS SCHOOL GRADUATES

Strive for intellectual rigour

Possessing a strong sense of intellectual integrity our graduates are critical and creative thinkers, who use applied research to support their decision-making. Our graduates are high achievers, with exceptional skills in writing, research, problem solving and communication.

Understand the changing global context

Not only do our graduates demonstrate social, environmental and civic responsibilities, they have a sustainable vision of the future for their organisation within a global context. Skillfully analysing new scenarios, our graduates respond quickly and effectively to a variety of opportunities.

Manage for success

AIM Business School graduates are insightful, applying their knowledge strategically in innovative ways. They recognise the changing value of intellectual property and human capital in organisations, responding accordingly and applying the highest standards of business ethics.

Demonstrate effective communication and interpersonal skills

AIM Business School graduates are self-assured, and work collaboratively and productively. Our graduates foster a culture of effortless communication across a range of organisational contexts, with a diverse range of people.

Master business and management disciplines

Our graduates effectively integrate theoretical and practical disciplines across business and management. Applying flexibility and innovative thinking to strategy development, they use business tools and models to manage for continuous improvement.

Commit to being a lifelong learner

Passionate about professional development, our graduates learn in a range of ways. They reflect on experiences and translate their own learning needs into purposeful actions while identifying the learning needs of others.

YOUR MBA, YOUR WAY.

The AIM Business School MBA program lets you build at your own pace towards a postgraduate qualification – Graduate Certificate, Graduate Diploma or MBA – with flexibility built in at every stage. Able to blend into even the busiest of schedules, our MBA means postgraduate study no longer needs to be a barrier when aiming for a work, life and study balance.

Surge ahead with AIM Business School.

BUILD YOUR FUTURE.

AIM Business School MBA Program

GRADUATE CERTIFICATE	GRADUATE DIPLOMA	MBA
4 CORE UNITS	8 CORE UNITS	9 CORE UNITS + 3 ELECTIVES
<ul style="list-style-type: none"> › Leading, Managing & Developing People › Managing Financial Resources › Marketing for Managers › Managing Operational Improvement 	<ul style="list-style-type: none"> › Leading, Managing & Developing People › Managing Financial Resources › Marketing for Managers › Managing Operational Improvement › Managing Developing & Implementing Strategy › Economics for Managers › Business Research Methods › Business Decision Making & Analysis 	<ul style="list-style-type: none"> › Leading, Managing & Developing People › Managing Financial Resources › Marketing for Managers › Managing Operational Improvement › Managing Developing & Implementing Strategy › Economics for Managers › Business Research Methods › Business Decision Making & Analysis › Corporate Strategy & Responsibility
		+ 3 ELECTIVES (page 19)

FLEXIBLE ENTRY

Great managers come from a variety of backgrounds and have vastly different experience, that's why we place the same value on management experience as we do on academic qualifications.

Entry into our MBA is flexible enough to suit almost everyone. In fact, with as little as five years' relevant management experience (and no formal qualifications) you can pace your way toward an MBA.

Enter into our MBA program with:

- › Management experience
- › Formal qualifications

RECOGNITION OF PRIOR LEARNING

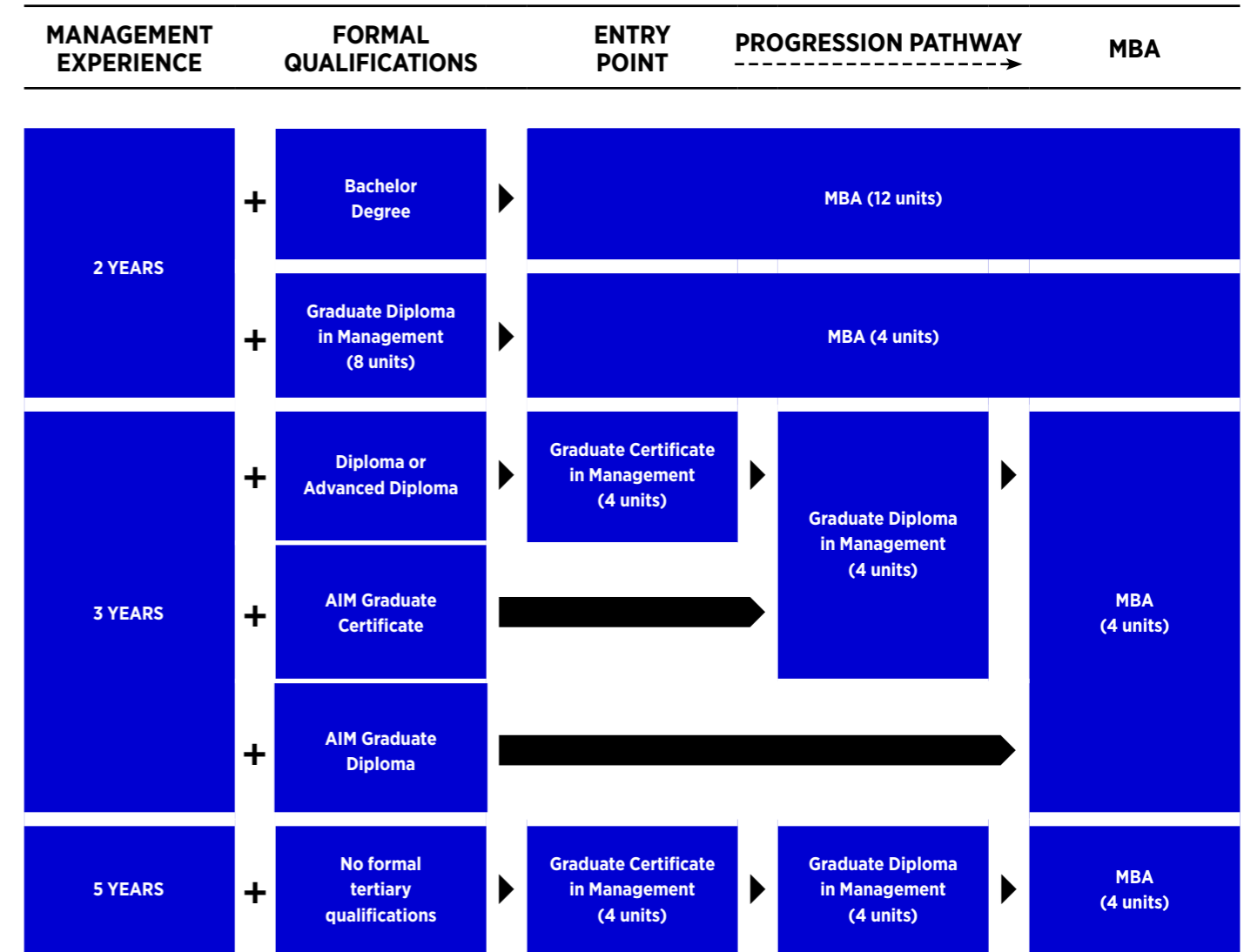
Students who can provide evidence of previous study at a similar AQF level or demonstrable equivalent experience, may on application, be provided with Recognition of Prior Learning (RPL) for up to 50% of a respective course of your postgraduate qualification..

AIM Business School already has RPL arrangements in place for the Australian Human Resources Institute, Action Learning International, the Certified Practising Accountants, the Australian Institute of Company Directors, and the Governance Institute of Australia.

All applications for RPL will be assessed on an individual basis. If your application is successful, a unit assessment fee will apply.

Talk to us to find out more on +91 98149 94711 or email: info@edgecs.com

Where are you on the MBA pathway?



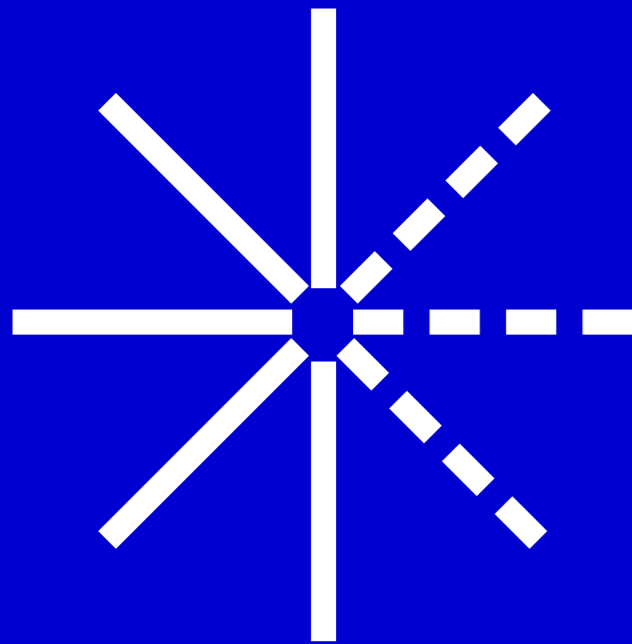
Not sure if you qualify?

Please speak with a postgraduate advisor with regard to your experience and entry point prior to enrolling. All applications are assessed individually by the Dean if outside these entry guidelines.

CREDIT FOR PREVIOUS STUDY.

Students who can provide evidence of previous study at a graduate level (or equivalent prior learning) may, on application, be provided with a credit of up to 50% of the qualification. All applications for exemption will be assessed on an individual basis. Talk to us to find out more on +91 98149 94711 or email info@edgecs.com

Call us on +91 98149 94711 to talk about your management future.



CHOICE OF STUDY OPTIONS

At AIM Business School, postgraduate education has never been more accessible. With a range of online study and a select number of units also offered on-campus, you can choose what works best for you depending on your location, lifestyle and work situation.

On-campus Study (offered in Australia only)

Classroom education may be more traditional, but the benefits are clear. It offers classroom discussions, networking opportunities, immediate access to facilities and teaching staff, and provides a positive impact on motivation.

Our campuses are conveniently located at major business centres in Adelaide, Brisbane, Melbourne and Sydney.

WEEKDAY – DAY PROGRAM.

Involves 4 full weekday days on a fortnightly basis (excludes certain states)

WEEKDAY – EVENING PROGRAM.

Involves 10 full weekday consecutive evenings (excludes certain states)

SUPPORT AND RESOURCES.

Whether studying on-campus or online, students can access the support they need when they need it – from either the student services team or through the Faculty. In addition, all students have access to our campus libraries and virtual library.

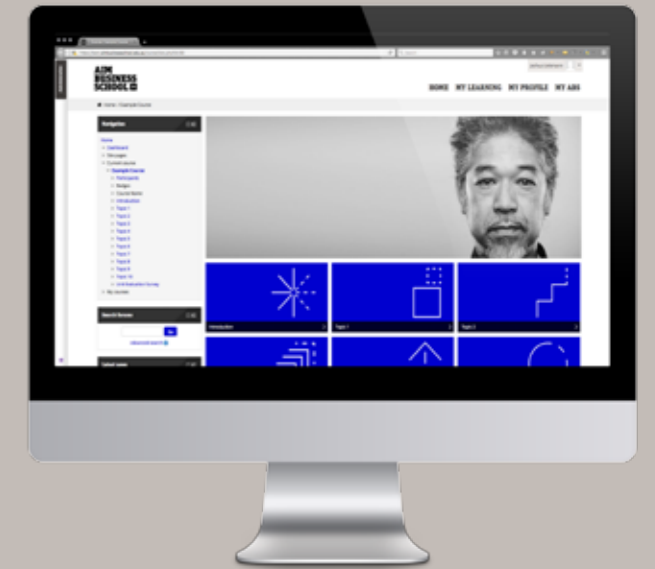
Online

Online learning provides flexibility and convenience, which is great for anyone constrained by time or distance. You can complete your qualification when it suits you and at your own pace.

Studying online doesn't equate to studying alone, you'll have access to unit introduction videos, regular webinars and our unique virtual campus, myABS. This state-of-the-art online learning management system offers a 'community' approach to self-directed study where you can share experiences, ideas and questions through integrated features such as chat forums, live chat, and links with social media platforms.

Blended Learning (offered in Australian only)

If it suits you better you can take a blended learning approach, mixing on-campus and online study modes depending on the unit.



myABS

Open to all students, AIM Business School's virtual campus, myABS, offers opportunities to collaborate and share experiences, ideas and questions through key features such as live chat forums and integrated social media platforms.

It is also a convenient and effective way to manage course notes and communicate with Faculty and study colleagues.

HAVEN'T STUDIED FOR A WHILE?

Postgraduate study isn't easy. It will challenge your thinking in ways you've never contemplated, upset your comfortable world view and stretch your imagination. If it's been a while since the last time you studied or you haven't studied before, we're here to help:

- › properly plan your time
- › understand the expectations and requirements of study
- › master essay and report writing

All students receive the Academic Study Skills online unit which contains useful techniques and approaches to prepare you for study by describing the social, mental and physical mechanisms you'll need to succeed as a postgraduate student. We recommend you complete the Academic Study Skills unit prior to studying your first unit.

The logo graphic consists of several white, stepped, L-shaped lines that create a staircase effect, ascending from the bottom left towards the top right. The text 'AIM BUSINESS SCHOOL QUALIFICATIONS' is positioned at the bottom left of this graphic.

AIM BUSINESS SCHOOL QUALIFICATIONS

At AIM Business School our MBA program is divided into three stages – Graduate Certificate, Graduate Diploma and MBA. You can tackle each section individually over time or, if you qualify, apply for direct entry into the MBA.

GRADUATE CERTIFICATE IN MANAGEMENT

Examining the essentials of the management role and its functions, you will gain skills, knowledge and attributes that can be applied across a wide variety of organisational contexts. A standalone qualification, this is also the foundation for the Graduate Diploma and MBA courses.

The Graduate Certificate combines theory and application to upgrade the knowledge and skills of candidates in the essentials of the management role and its functions, providing the foundation for moving into the Graduate Diploma and MBA courses. Consequently, it covers the basic disciplines in management and offers candidates the skills, knowledge and attributes in management applicable across a wide variety of organisational contexts.

See page 16 for more information.

GRADUATE DIPLOMA IN MANAGEMENT

Building on the foundation of knowledge and skills from the Graduate Certificate, you will extend your management knowledge in a number of areas, further integrating theory and practice using business research methods and business decision making and analysis.

See page 17 for more information.

MASTER OF BUSINESS ADMINISTRATION (MBA)

Equipping you for more senior organisational roles, you'll develop leadership and strategic innovative capabilities required to lead a contemporary organisation in the global context. Additional units include Corporate Strategy and Responsibility plus three electives from a broad range of interest areas.

The MBA builds on the knowledge, skills, and application in key management functional areas developed during the Graduate Certificate, the Graduate Diploma and the capstone unit plus three electives to develop the leadership and strategic innovative mindsets, understanding and capabilities required in more senior organisational roles. It provides an integrated body of knowledge and learning opportunities for those wishing to acquire higher level skills and knowledge required in managing and leading the contemporary organisation. It also provides preparation for continuous learning in a global, complex environment.

See page 18 for more information.

“The flexibility and support built into the MBA allowed me to complete each subject on time, in the knowledge that I am learning from the best.”

John Hutchins Regional Commander SACFS Region 2

GRADUATE CERTIFICATE IN MANAGEMENT

If you are ready to carve out your niche as a business leader, or would like to build your future with some formal management qualifications, the Graduate Certificate in Management from AIM Business School is the best place to start.

Made up of four core business units, it is the perfect way to get a taste of quality postgraduate education. It's also a convenient entry pathway to our MBA qualification if you prefer to take it a step at a time or don't have prior tertiary qualifications. Best of all, it's available in both online or a blend of both on-campus and online delivery, so you can structure your study around your learning needs. Be the master of your own destiny.

DURATION:	Typically 1 year part-time
STRUCTURE:	4 units
PRICING (2017):	\$4,000*

Entry Requirements

A great starting point, the Graduate Certificate in Management has entry options for the most experienced managers whether they have formal tertiary qualifications or not. Enter with:

- › Bachelor degree and two years' relevant management experience
- › Diploma or Advanced Diploma and three years' management experience
- › No formal tertiary qualification but five years' management experience

Successfully completing the Graduate Certificate gives you a formal qualification and allows you direct entry into the Graduate Diploma in Management. That's one step closer to your MBA.

Course Structure

The Graduate Certificate is available in both online or a blend of on-campus and online delivery. You will need to complete the following core units:

4 Core Units

- › Leading, Managing & Developing People
- › Managing Financial Resources
- › Marketing for Managers
- › Managing Operational Improvement

See the Unit Description section for more details on what each unit covers.

* Pricing is correct at time of publication and is subject to change. For students enrolling for courses commencing in 2017 and future years AIM Business School reserves the right to adjust tuition fees annually.

GRADUATE DIPLOMA IN MANAGEMENT

The Graduate Diploma in Management provides a solid grounding and depth of understanding of a broad range of theory, practical business strategies and applications. Perfect for the busy senior manager, this mid-level postgraduate qualification can be taken standalone or as part of the pathway to an MBA, and is available in both online or a blend of both online and on-campus delivery – with extensive support available.

The eight core units are designed to equip you with the skills you need to be an effective leader and give you the confidence to apply the latest theory and ideas to real life situations. It is designed with a senior manager in mind, providing 8 units that equip you with the core skills you need to progress through your career.

DURATION:	Typically 2 years part-time
STRUCTURE:	8 units
PRICING (2017):	\$8,000*

Entry Requirements

This course can be taken as a standalone qualification or used as a stepping stone to the MBA pathway. To qualify for direct entry into the Graduate Diploma in Management, you need one of the following:

- › Successfully completed the AIM Business School or other accredited Graduate Certificate in Management
- › A bachelor degree and two years' management experience (start on the progression pathway)

Alternatively you can enter the MBA pathway at Graduate Certificate level and progress to Graduate Diploma upon successful completion. Speak with an advisor about your eligibility.

Course Structure

The Graduate Diploma is available in both online or a blend of on-campus and online delivery. You will need to complete the following eight core units:

8 Core Units

- › Leading, Managing & Developing People¹
- › Managing Financial Resources¹
- › Marketing for Managers¹
- › Managing Operational Improvement¹
- › Managing, Developing & Implementing Strategy
- › Economics for Managers
- › Business Research Methods
- › Business Decision Making & Analysis

¹ These units make up the Graduate Certificate.

* Pricing is correct at time of publication and is subject to change. For students enrolling for courses commencing in 2017 and future years AIM Business School reserves the right to adjust tuition fees annually.

Speak with an advisor today. Call +91 98149 94711.

MASTER OF BUSINESS ADMINISTRATION

The AIM Business School MBA is designed to create standout leaders from ambitious managers. It will equip you with the theory, framework and skills to tackle challenges you might face in the complex business environment – be transformed and ready for your future.

Our flagship program is innovative and practical, covering all significant aspects of business operations, from traditional areas of finance, HR and marketing to prevailing concepts of innovation, sustainability, and ethics. You will study with like-minded professionals, managers and leaders across a range of sectors in a practical and applied education environment.

With a range of start dates, a choice of study modes and support when you need it, the MBA from AIM Business School is ideal for the working professional. It will challenge you, enrich you and inspire you to achieve your next career goal. Take control of your future today.

DURATION: Typically 3 years part-time

STRUCTURE: 12 units

PRICING (2017): \$12,000*

Entry Requirements

To qualify for direct entry into the MBA you need one of the following:

- › Bachelor degree and at least two years' relevant management experience
- › Successfully completed the AIM Business School or other accredited Graduate Diploma in Management

Alternatively you can enter the MBA pathway at Graduate Certificate or Graduate Diploma level and progress to an MBA upon successful completion. Speak to an advisor about your eligibility.

Course Structure

The MBA is available in both online or a blend of on-campus and online delivery.

You will need to complete the following 9 core units plus choose 3 elective units from the list below:

9 CORE UNITS

- › Leading Managing and Developing People^{1,2}
- › Managing Financial Resources^{1,2}
- › Marketing for Managers^{1,2}
- › Managing Operational Improvement^{1,2}
- › Managing, Developing & Implementing Strategy^{2,3}
- › Economics for Managers²
- › Business Research Methods^{2,3}
- › Business Decision Making and Analysis^{2,3}
- › Corporate Strategy and Responsibility^{3,4}

PLUS 3 ELECTIVE UNITS* OR 1 ELECTIVE 3 UNIT PROJECT OPTION

- › Human Resource Management⁵
- › Managing a Project Based Organisation
- › Contract Law for Managers
- › Entrepreneurship⁶
- › Managing Consultancy Practice
- › International Business
- › Business Project (10,000 words)⁷
- › Strategic Organisational Change⁵
- › Leading for Innovation & Sustainability
- › Mindfulness and Transformational Leadership⁸
- › Workplace Project (9,000 words)⁷
- › Strategic Business Project (20,000 - 30,000 words) 3 units⁷

OR, FOCUS YOUR AREA OF STUDY IN HUMAN RESOURCE MANAGEMENT BY SELECTING

- › Human Resource Management⁵
- › Strategic Organisational Change⁵
- › Business Project (10,000 words)⁷

OR, FOCUS YOUR AREA OF STUDY IN CHANGE MANAGEMENT BY SELECTING

- › Mindfulness and Transformational Leadership⁸
- › Strategic Organisational Change⁵
- › Business Project (10,000 words)⁷

Speak with an advisor today. Call +91 98149 94711.

¹ These units make up the Graduate Certificate

² These units make up the Graduate Diploma

³ Pre-requisite: Leading, Managing & Developing People, Managing Financial Resources, Marketing for Managers, Managing Operational Improvement

⁴ Pre-requisite: Managing Developing & Implementing Strategy, Economics for Managers, Business Research Methods, Business Decision Making & Analysis

⁵ Pre-requisite: Leading, Managing & Developing People

⁶ Pre-requisite: Managing Financial Resources, Marketing for Managers, Managing Operational Improvement

⁷ Pre-requisite: Business Research Methods

⁸ Only offered in Australia



MASTER OF BUSINESS ADMINISTRATION (12 UNITS)

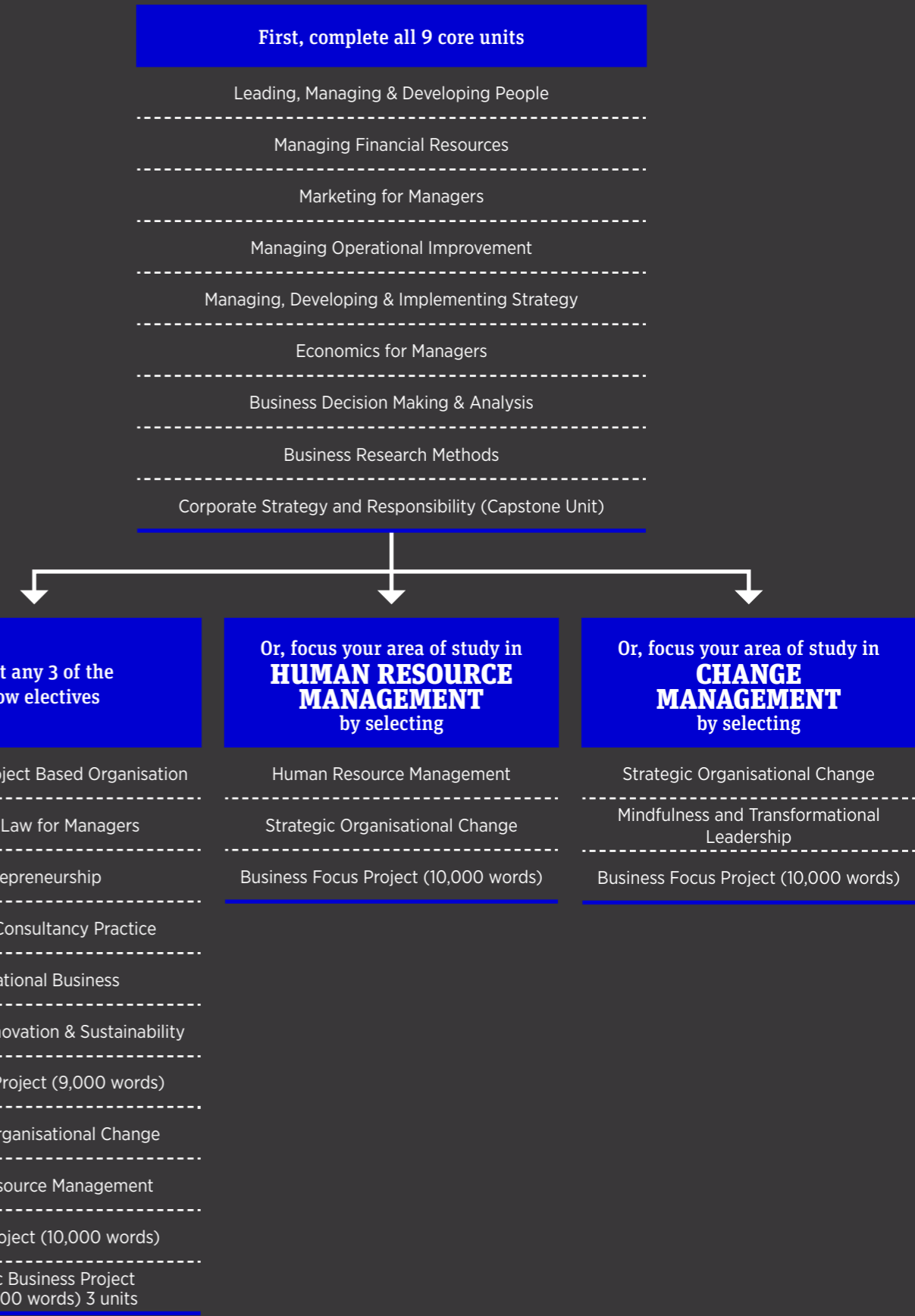
‘A FOCUSED APPROACH TO YOUR STUDY’

To assist in selecting your electives as part of the MBA, we’ve grouped our electives to provide you with a subject area focus. Take advantage of our pre-selected study streams in Human Resource Management and Change Management for a focused approach to study.

With 9 core units and 3 electives, you can select any electives as part of your study path or select the corresponding electives aligning to a particular field of study.

**At AIM Business School,
it’s your MBA, your way.**

Download our ‘Top Ten Reasons to Undertake an MBA’ here. 





UNITS IN DETAIL

Here you'll find descriptions of each of the units you can do through AIM Business School including details of contents and expected learning outcomes.

“The subjects were very real world. Sometimes with study it can be fractured from reality, but with AIM Business School the studies were related to actual scenarios and business.”

Jeffrey Walker,
AIM Business School Graduate

LEADING, MANAGING & DEVELOPING PEOPLE

As much about self-reflection as it is about learning strategies to manage others more efficiently, this unit will boost your awareness and help you think objectively about your capabilities as a leader. Leaders and managers achieve organisational objectives through the people they lead, so if you can be better at engaging, motivating, and developing people, you'll stand to increase your own productivity and that of the organisation as a whole.

This unit covers:

- › Contemporary issues in leading, managing and developing people
- › Leading people
- › Managing people
- › Managing self
- › Building an effective team
- › Motivating people
- › Improving the effectiveness of people
- › Developing people
- › Leading, managing & developing self and others in practice

On completion of this unit, you should be able to:

- › Analyse characteristics of contemporary leadership and compare and contrast these insights with academic and managerial approaches to enhancing performance
- › Evaluate a range of approaches to engage and motivate employees as part of a contemporary performance management culture designed to enhance sustained productivity improvement in the face of increasing global disruption
- › Critically appraise and reflect on your performance as a leader, manager and developer of self and others, identify strengths and prioritise development opportunities
- › Employ group dynamic concepts as a means of developing superior performance through effective leadership of real, virtual and diverse teams
- › Demonstrate the application of intellectual rigour and scholarship to be ethical and socially responsible leaders and managers of people
- › Demonstrate a high order of skill in analysis, critical thinking and professional application
- › Demonstrate creativity and flexibility in the application of knowledge and skills to new situations, to resolve problems and to think rigorously and independently

MANAGING FINANCIAL RESOURCES

This unit introduces you to the foundations of financial management including the terminology, principles, frameworks and theoretical models that underpin accounting and finance. You will learn how financial principles can be used to better inform your organisation's operational activities and apply these principles ethically to underpin responsible financial management and help build sustainable enterprises.

This unit covers:

- › The business environment
- › Financial accounting
- › Cost behaviour, cost-volume-profit and short term decisions
- › Budgeting
- › Background to finance and introduction to financial mathematics
- › Capital investment decisions
- › Financing decisions

On completion of this unit, you should be able to:

- › Understand the financial context of business
- › Interpret financial statements
- › Use appropriate ratios to determine financial status
- › Prepare and negotiate realistic budgets
- › Plan to maximise return from financial resources
- › Evaluate and represent investment proposals
- › Analyse a company's financial position
- › Think and act in an ethical and sustainable manner
- › Understand and analyse costs and apply costing principles in decision making

MARKETING FOR MANAGERS

Meeting the needs and wants of customers requires effective business systems and practice. This unit introduces the theories and principles of marketing required to achieve an organisation's objectives.

This unit covers:

- › The marketing concept and customer values
- › Strategic planning and competitive advantage
- › Consumer behaviour and segmentation
- › Marketing research
- › Product and people
- › Price and place
- › Promotion
- › Direct and online marketing
- › Physical evidence and process
- › Global and responsible marketing

On completion of this unit, you should be able to:

- › Assess the role of the marketing function fulfils within the overall business strategy
- › Review marketplace forces and identify research requirements to understand consumer insights
- › Compare consumer behaviour to develop differentiation and positioning strategies to assist in developing competitive advantage
- › Prepare the product / service for marketplace delivery
- › Implement a thorough marketing strategy
- › Think and act in an ethical and sustainable manner
- › Demonstrate a high order of skill in analysis, critical thinking, communication and professional application
- › Demonstrate creativity and flexibility in the application of knowledge and skills to new situations, to resolve problems and to think rigorously and independently

MANAGING OPERATIONAL IMPROVEMENT

Addressing operations in organisations across the globe, this unit looks at how they are assimilating quality assurance with holistic systems management practices. It will encourage you to consider approaches to operational improvement taking a systems view.

This unit covers:

- › Operations strategy
- › Operations performance
- › Substitutes for strategy
- › Capacity strategy
- › Purchasing and supply strategy
- › Process technology strategy
- › Improvement strategy
- › Product and service development and its organisation
- › The process of operations strategy – formulation, implementation, monitoring and control

On completion of this unit, you should be able to:

- › Analyse organisations in terms of systems, processes, and activities
- › Evaluate and apply a holistic management framework for sustainable organisational excellence
- › Use a framework to continually improve the 'quality of management' as well as the 'management of quality'
- › Evaluate methodologies to implement empowerment of people and a customer focus
- › Evaluate and apply best practice techniques to develop learning organisations
- › Demonstrate a high order of skill in analysis, critical thinking and professional application
- › Demonstrate creativity and flexibility in the application of knowledge and skills to new situations, to resolve problems and to think rigorously and independently

MANAGING, DEVELOPING & IMPLEMENTING STRATEGY

This unit aims to provide you with both a theoretical understanding of strategy and its practical implementation in order to boost your confidence and critical thinking skills. You will learn how to strategically analyse a challenge in order to make smart business decisions based on a desired outcome.

This unit covers:

- › Strategic thinking
- › Competitive strategy
- › Analysing the internal and external environment
- › Developing and evaluating strategic options
- › Managing systems and processes
- › Managing resources and capabilities
- › Managing organisational structure and culture
- › Change management

On completion of this unit, you should be able to:

- › Identify and discuss the important business challenges which will face managers in the future
- › Interpret these challenges in terms of explicit business objectives in the context of the strategic management process
- › Critically analyse how well the organisation is currently placed to deal with these challenges and what performance gaps exist
- › Identify what skills and resources will be needed to fill performance gaps in achievement of strategic goals
- › Evaluate monitoring and control processes to measure the progress of the strategy as it is implemented
- › Develop, articulate and present organisational competitive business strategy
- › Demonstrate a high order of skill in analysis, critical thinking and communication
- › Demonstrate creativity and flexibility in the application of knowledge and skills to new situations, to resolve problems and to think rigorously and independently

Pre-requisite:

- › All Graduate Certificate Units

ECONOMICS FOR MANAGERS

Introducing the underlying principles of micro and macroeconomics, this unit will help you appreciate and understand economic analysis and the frameworks required for making decisions that rely on economic concepts.

This unit covers:

- › The analysis of consumer demand
- › Concepts of elasticity
- › The analysis of production costs
- › Analysis of the firms supply decision
- › Demand, supply and price determination
- › Analysis of perfectly competitive markets
- › Analysis of monopoly markets, monopolistically competitive markets, oligopoly
- › Understanding pricing strategies
- › Introduction to macroeconomics
- › Keynesianism
- › International economy

On completion of this unit, you should be able to:

- › Describe and relate to your business environment the economic concepts of supply and demand, opportunity costs, marginal costs, trade-offs, externalities, transaction costs, comparative advantage, price elasticity and inflation
- › Explain market-exchange processes and discuss the impacts of monopoly and competition on market performance
- › Demonstrate advanced understanding of monetary and fiscal policy in Australia and show how national and global interest and currency rates affect business decisions
- › Show understanding of the academic literature and can use economic concepts and policies to improve skills in thinking and business decision-making

BUSINESS RESEARCH METHODS

The major approaches to business research design and conduct are under scrutiny in this unit. You will review the historical foundations and contemporary influences on the various ways in which research is utilised and understood. Exploring both the qualitative and quantitative research methodologies, this unit develops frameworks for the application of each to business problems.

This unit covers:

- › Introduction to research methodology
- › Theoretical frameworks and research
- › Literature review
- › Phenomenological approaches
- › Qualitative research design
- › Positivist approaches
- › Measurement of constructs & variables
- › Survey design
- › Selecting a research methodology
- › Sample design
- › Planning and writing the methodology, design and preparing a report
- › Communicating the design to an audience

On completion of this unit, you should be able to:

- › Produce a written literature review document
- › Access electronic database resources using various retrieval techniques
- › Critically evaluate research-focused business literature
- › Produce a research proposal that demonstrates:
 - Understanding of the major approaches and strategies of business research and the methodological choices that are available within the alternative approaches
 - Understanding of the various aspects of a research design
 - Application of quantitative or qualitative methods of data gathering and analysis utilized in business research
 - Identification and management of the ethical and political aspects of business research

Pre-requisite:

- › All Graduate Certificate Units

BUSINESS DECISION MAKING & ANALYSIS

This unit explores the theories and principles of strategic decision making. It is designed to help develop your awareness and competency in making thorough, insightful, effective and creative strategic decisions that are in line with organisational resources and capabilities.

This unit covers:

- › The decision making environment
- › Decision making approaches
- › Probability, uncertainty and their influence on decision handling and outcomes
- › Political, resource limitation, human bias and other decision modifiers
- › Decision making activities
- › Implementing decisions
- › Persuasive communication of decision outcomes
- › Managing the aftermath of decision making, enabling change or strengthening the status quo

On completion of this unit, you should be able to:

- › Describe the essential and critical phases of the decision making process
- › Identify appropriate rational, quantitative, qualitative and intuitive approaches to creatively make decisions in a range of organisational circumstances
- › Act independently or as a member of a decision making group in the tasks of making a management decision
- › Apply a systems or holistic perspective to the creation and implementation of decisions within an organisation
- › Demonstrate a high order of skills in analysis, critical evaluation and professional application

Pre-requisite:

- › All Graduate Certificate Units

CORPORATE STRATEGY & RESPONSIBILITY

(formerly known as Leadership & General Management)

This capstone unit for the MBA program extends and enhances your ability to think and act as an executive leader. It investigates how to lead an organisation through the analysis, strategic positioning, concept application, and decision making phases of corporate strategy that achieve organisational goals.

This unit covers:

- › The nature of corporate strategy and responsibility and how it differs from strategy and strategic management
- › The leadership skills, behaviours, thinking, awareness and mindset required to operate effectively as an executive leader
- › The importance of strategic positioning where the impact of the external environment and the influence of internal factors such as culture, strategic purpose and strategic capability are addressed during the construction of the organisational strategic plan
- › The breadth and depth of strategic choices available to executive leaders as they evaluate the options, directions and methods for strategy design and execution
- › How strategies are formulated, implemented, monitored and evaluated at the corporate level – strategy in action
- › The importance of corporate social responsibility, governance, risk and ethics as guiding principles for leadership behaviours, decision making and risk management in strategy formulation, development and execution

On completion of this unit, you should be able to:

- › Formulate, implement, monitor and evaluate corporate strategy and distinguish corporate strategy from business strategy utilising recent academic research and contemporary events
- › Display the necessary leadership behaviours, decision making and risk management knowledge to be effective as an executive leader responsible for corporate strategy
- › Influence the construction of their organisation's strategic plan from a strategic positioning point of view so that it takes account of both the external environment and internal factors

- › Articulate and evaluate a range of strategic choices to their organisation with respect to strategy design and execution
- › Communicate the importance of corporate social responsibility, governance, risk and ethics in strategy formulation, development and execution
- › Demonstrate a high order of skill in analysis, critical reflection and evaluation and professional application
- › Demonstrate creativity and flexibility in the application of knowledge and skills to new situations, to resolve problems and to think rigorously and independently

Pre-requisite:

- › All Graduate Diploma Units

HUMAN RESOURCE MANAGEMENT

This unit aims to deliver a fundamental understanding of the theories and principles of human resource management in an organisation. By examining the links between business strategy and human resource management and some of the techniques used, you'll learn valuable concepts and practices for workforce planning, strategic staffing, training and development, performance management, and evaluating the effectiveness of the HRM function.

This unit covers:

- › Managing the human resource environment
- › Legislative context
- › Human resource management systems
- › Recruitment and selection
- › Performance management
- › Professional development and talent management
- › Rewarding people: remuneration and benefits
- › Managing diversity, attrition and retention
- › Ethics, governance and international human resource management
- › Continuously improving the HR function

On completion of this unit, you should be able to:

- › Understand the complexities of the HR operating environment
- › Understand the strategic significance and relationship between the business plan and HRM
- › Align an organisation's HR policies, strategies and tools with the business' strategic direction and priorities
- › Identify HRM models and frameworks and the relevant roles and activities of managers and HR departments in an organisation
- › Understand key features of relevant legislation and how to embed relevant legislative principles into organisations
- › Analyse an organisation's HRM strategies and apply relevant tools for attraction, selection, development, management, reward and retention of staff
- › Discuss current issues and emerging trends relevant to HRM
- › Evaluate the HRM capability and effectiveness in and of an organisation

Pre-requisite:

- › Leading, Managing & Developing People

LEADING FOR INNOVATION & SUSTAINABILITY

Innovation is key to the sustainability of an organisation, therefore strategic leaders must develop and maintain a fearless culture of enquiry and creativity. Such leadership demands an understanding of the interactive elements that contribute to the effective and sustainable organisation: its structure, people, politics, symbols and cultural nuances.

This unit covers:

- › Innovation – Recognise innovation as a core business process that significantly contributes to corporate long term sustainability
- › Sustainability – The sustainable business; efficiency; market edge; stakeholder support; the benefits of sustainable development
- › Leadership – Identifying your leadership style to become a change agent. Applying innovation tools and techniques to improve sustainability

On completion of this unit, you should be able to:

- › Understand core sustainability, innovation and resilience concepts as they apply to the external / internal environments
- › Recognise innovation and resilience as core business processes that significantly contribute to corporate long term sustainability, economically and ecologically
- › Engage with theories and models of leadership that integrate concepts of sustainability, innovation and resilience with issues of organisational change, risk and opportunity
- › Develop skills in generating and developing relevant ideas that potentially contribute to the sustainable business/sustaining organisation
- › Identify the key contributions of people as individuals and as a collective community of common practice to the generation of innovative, resilient and sustainable futures

INTERNATIONAL BUSINESS

This unit explores the theory and practice of global enterprise, with the aim of boosting your abilities and confidence in dealing with international business conditions. You will develop awareness of the scope and complexity of micro and macro considerations that bear upon the international business environment. You will become familiar with strategies that help you compete effectively, and develop plans that match those strategies with environmental conditions.

This unit covers:

- › Gaining insight into the development of the multinational enterprise and the process of firm internationalization
- › Understanding the impact of global environmental factors and national differences, including the concept of country risk
- › Understanding the role of supranational organisations and regional economic agreements, in affecting market access
- › Analysing the modes of international involvement and explaining why and in what forms international operations take place

On completion of this unit, you should be able to:

- › Demonstrate advanced knowledge of managing global operations
- › Demonstrate an understanding of the differences between operating in local, domestic markets and global markets
- › Show advanced knowledge of capacity to select appropriate policies and strategies for coping with the international business environment
- › Describe issues in governing international trading and investing
- › Apply principles that affect relationships with international trading partners, particularly those of a different political and cultural perspective
- › Develop strategic choices for global operations
- › Determine entry mode choice
- › Demonstrate a high order of skill in analysis, critical evaluation and professional application
- › Demonstrate creativity and flexibility in the application of knowledge and skills to new situations, to solve complex problems and to think rigorously and independently
- › Think and act in an ethical and sustainable manner

STRATEGIC ORGANISATIONAL CHANGE

Leading and managing strategic change is a key responsibility of the senior management team, yet the process seems to suffer through inadequate planning or poor execution. This unit teaches you to diagnose, plan and implement practical approaches to leading strategic organisational change, including both formal and informal aspects. You will also critically evaluate your own ability as a change manager to successfully engage and influence a range of stakeholders.

This unit covers:

- › Global context: the external drivers for large scale strategic change
- › Organisational context: the internal drivers of organisational change – structure, human resources, culture and politics; attributes, beliefs and competencies of change leaders
- › The change process: key frameworks for diagnosing, planning and implementation of strategic change
- › Leading change, influencing stakeholders and dealing with resistance: the impact of organisational change on the organisation and the people
- › Methods for evaluating, monitoring and sustaining strategic change efforts

On completion of this unit, you should be able to:

- › Explain the role of senior management in responding to external and internal triggers for organisational change and the subsequent decisions required to achieve strategic alignment and competitive advantage
- › Explore own change leadership beliefs and competencies to plan and lead complex organisational change
- › Explain key change roles and considerations for building a guiding coalition
- › Describe key change processes
- › Apply a range of diagnostic, planning and evaluation frames to create a strategic change plan
- › Examine and evaluate the significance of formal and informal aspects of approached used to achieve sustainable organisational change
- › Demonstrate a high order of skill in analysis, critical thinking and professional application
- › Demonstrate creativity and flexibility in the application of knowledge and skills to new situations, to resolve problems and to think rigorously and independently

Pre-requisite:

- › Leading, Managing & Developing People

CONTRACT LAW FOR MANAGERS

This unit explores the increasingly complex, competitive and global business environment and looks at why it is vital for managers to master high-level contract negotiation and management. There is a particular focus on large scale, high price and sensitive (culturally, economic, political) projects.

This unit covers:

- › The contract lifecycle and inherent risks at the different lifecycle stages
- › Finance for successful contracting
- › How to negotiate for a successful outcome
- › Creation of a valid and enforceable contract
- › Operations of a contract, including termination and remedies
- › Major laws that can affect a contract
- › The maturity of an organisation's contract management capabilities
- › Effective management of commercial contracts

On completion of this unit, you should be able to:

- › Discuss the structure of commercial contracts and explain key terms
- › Describe the different contract lifecycle stages, and their inherent risks
- › Analyse a range of strategies for negotiating commercial contracts
- › Discuss strategies for managing commercial contracts and the performance of contractual obligations
- › Evaluate alternative contractor selection processes
- › Identify key legal risks that might arise during the negotiation of commercial contracts
- › Identify and explain the essential elements of a valid and enforceable contract
- › Analyse a range of contractual disputes and their outcomes
- › Learn how to evaluate dispute resolution
- › Discuss strategies for managing commercial contracts and managing the performance of contractual obligations
- › Analyse a range of contractual disputes and the outcomes
- › Evaluate dispute resolution alternatives
- › Describe ways to identify, assess and mitigate contract risks
- › Compare and describe ways to increase an organisation's contract management capabilities

MANAGING A PROJECT BASED ORGANISATION

Learning to become comfortable and competent in addressing major management issues and decisions in a project based organisation is the overall objective of this unit. You will develop your understanding of the principles of project management from a middle to senior managerial perspective and develop skills to plan and manage projects with a range of teams.

This unit covers:

- › Projects in contemporary organisations
- › The project lifecycle phases
- › How projects occur in various organisational structures
- › Project-based organisations

On completion of this unit, you should be able to:

- › Discuss the theory, principles, skills and techniques required for the management of projects and the integration of a project management model within an organisational environment
- › Discuss quality principles and how they relate to the management of projects
- › Analyse the risk associated with projects and the development of contingency plans
- › Evaluate the importance of teamwork, leadership and the practical application of skills in managing human resources within a project environment
- › Evaluate and discuss the conceptual and philosophical basis of designing emerging project based organisations

ENTREPRENEURSHIP

Entrepreneurship is looking at business with a focus on opportunities, creativity and innovation, together with creating wealth in all its forms. Entrepreneurs are risk-taking individuals who seek to bring about change and new opportunities for themselves and others, playing an important role in commerce, trade and economic growth. This unit examines the cohesive process of Entrepreneurship including business modelling, planning, idea development, innovation, creativity and risk management.

This unit covers:

- › The entrepreneurial personality
- › Creativity, innovation and entrepreneurship
- › Market research
- › Financing the business
- › Equity finance
- › Preparing the business plan
- › Managing growth and transition

On completion of this unit, you should be able to:

- › Critically analyse the entrepreneurial personality, and the forces that motivate enterprising behaviour
- › Critically discuss the innovative processes, together with the issues involved in new business creation, formation, growth and conclusion
- › Express entrepreneurial skills through the construction and presentation of a business plan for a new business of the student's choice
- › Demonstrate an understanding of theory related to the process, context and outcomes associated with entrepreneurship and innovation in a logical and coherent manner

Pre-requisite:

- › Managing Financial Resources
- › Managing Operational Improvement
- › Marketing for Managers

WORKPLACE PROJECT (9000 words)

This unit offers a unique opportunity to tackle a real organisational issue and add real value. It involves establishing a partnership between you, your manager or sponsor in the organisation and an AIM Business School Faculty Member as you implement or review a workplace initiative. Under the supervision of an AIM Business School Management and Leadership expert, you will receive excellent development opportunities and exposure.

This unit:

- › Provides the opportunity to integrate insights from previous studies and experiences towards a major workplace project or initiative that will add value to a real workplace.
- › Is designed to demonstrate management and leadership capabilities in the workplace and to highlight strengths and opportunities.

On completion of this unit, you should be able to:

- › Exercise insight in identifying an important business or organisational issue or problem
- › Identify the component parts of the issue, relating the parts to the various bodies of knowledge found in earlier studies as well as experiences
- › Gain the support of a manager or sponsor in the workplace, who will act as adviser from within the organisation
- › Extend analytical skills in understanding and exploring the issue selected for the Project
- › Utilise a range of professional management and leadership capabilities in defining the issue, gathering relevant information, undertaking detailed analysis, exploring options, writing a report with recommendations and presenting a concise summary

Available via:

One-on-one with an AIM Business School Facilitator at times to be scheduled and no classroom attendance.

Pre-requisite:

- › Business Research Methods

MANAGING CONSULTANCY PRACTICE

This unit aims to provide you with theory and knowledge about the consulting profession from the perspectives of internal and external consultants. You will develop a set of consultancy capabilities by providing an understanding of, and the ability to apply, a set of methodologies, techniques and tools appropriate for those in the professional advice-giving business.

This unit covers:

- › Why consulting?
- › Getting started
- › Finding and engaging with clients and staff
- › Managing individual projects
- › Managing the practice strategically
- › Consultancy tools and techniques

On completion of this unit, you should be able to:

- › Understand the roles of internal and external consultants
- › Create an action plan to set up a consultancy practice, either as an internal organisational consultant or as an independent external consultant in their area of specialty/professional expertise
- › Describe the key factors for consultancy project success
- › Perform major tasks in the consultancy project life-cycle
- › Demonstrate the application of appropriate methodologies, techniques and tools to a variety of consultancy project scenarios
- › Demonstrate a high order of skill in analysis, critical evaluation and professional application
- › Demonstrate creativity and flexibility in the application of knowledge and skills to new situations, to solve complex problems and to think rigorously and independently

MINDFULNESS AND TRANSFORMATIONAL LEADERSHIP (Sydney and Melbourne only)

This unit introduces the student to the study and practice of Mindfulness and its many significant benefits. This unit seeks to develop a core understanding of how the brain and mind work and then apply those learnings in a leadership context in the work place and in our personal lives.

This unit covers:

- › The theoretical frameworks of Mindfulness
- › The practical applications of Mindfulness
- › The inner workings of the mind and its incredible potential
- › The inner psychological frameworks that block inner change
- › The complexity of mastering 'the now' moment
- › The basic brain functions in critical thinking, analytical and problem-solving skills
- › Mindfulness from a leadership and organisational perspective
- › The power of Mindfulness from an ethical perspective

On completion of this unit, you should be able to:

- › Understand the academic and research foundations of Mindfulness and think in a global context
- › Apply Mindfulness by seeing the strategic picture and have the ability to utilise their own mindful insight
- › Develop a comprehensive suite of Mindfulness tools to deal with organisational culture, leadership and strategy and other organisational challenges
- › Implement a unique Mindfulness model or framework that create productive workplaces
- › Utilise Mindfulness Practices to think innovatively and demonstrate creativity and flexibility, supported by research, when dealing with everyday challenges in the workplace
- › Be able to develop self-awareness and demonstrate creative thinking skills
- › Demonstrate a high order of skill through Mindfulness to communicate clearly and solve problems and develop continuous learning capabilities
- › Demonstrate creativity and flexibility in the application of ethics, knowledge and skills to new situations, to resolve problems and to think rigorously and independently
- › Reflect on their own learnings, demonstrate expert judgement, act on their gaps of knowledge and be able to empower others to be environmentally conscious and act ethically

BUSINESS PROJECT (10,000 WORDS)

The aim of this unit is to develop business research experience through an assignment based in the organisation where you work, or an opportunity to provide research to a not-for-profit organisation. You will undertake a strategic analytical assignment under the supervision of the AIM Business School Dean, or a nominated supervisor. The final written report is 10,000 words.

This unit covers:

- › The specific content of the project will depend on the business situation analysed. Your supervisor will work with you to develop awareness and a skill set appropriate to progress the project.

On completion of this unit, you should be able to:

- › Appreciate the utility of a systematic approach to handling complex unstructured management problems
- › Formulate and negotiate appropriate terms of reference to undertake an extensive business research project
- › Formulate an appropriate research approach to the problem
- › Facilitate client involvement where appropriate
- › Apply modelling and analytical skills learned in previous courses
- › Conduct a literature review
- › Demonstrate generalised business research skills including problem definition, choice of analytical techniques, report writing and presentation
- › Critically reflect upon and analyse the learning experience for all stakeholders relevant to the research assignment
- › Demonstrate a high order of skill in analysis, critical evaluation and professional application

Pre-requisite:

- › Business Research Methods

STRATEGIC BUSINESS PROJECT (20,000 - 30,000 WORDS)

This project, equivalent to 3 units towards an MBA, is both theoretical and practical and gives you the knowledge and confidence to design and conduct a significant research project. It introduces key research methods used in social sciences and allows you to incorporate what you have learned to solve a real-life problem or situation facing your organisation. The final written report is 30,000 words.

This unit covers:

- › Research design
- › Purpose of writing a research report/dissertation
- › Research philosophies and strategies
- › A research process
- › The literature review
- › Methods of data collection and analysis
- › The research report/dissertation format and criteria of assessment
- › The role of the research project supervisor

On completion of this unit, you should be able to:

- › Demonstrate questioning skills by identifying and listing relevant questions needed to be explored in relation to the business problem identified by the company or organisation
- › Critically review selected literature
- › Compare and select the research methodologies appropriate to answering the specified research questions
- › Plan and design a research strategy that includes primary and secondary data
- › Use tools such as SWOT, Portfolio, Industry and Financial Analysis
- › Collect data using relevant techniques in line with good research practices
- › Perform sound data analysis – with appropriate analytical tools, e.g. Excel, SPSS, NVivo
- › Synthesise and interpret the results of the analysis, drawing well evidenced conclusions
- › Report findings and recommendations in a clear, concise format in accordance with good academic practice

Pre-requisite:

- › Business Research Methods



GENERAL INFORMATION

Location

The AIM Business School has easily accessible, centrally located campuses with state-of-the-art facilities in Adelaide, Brisbane, Canberra, Melbourne and Sydney. Whether you're studying online or a blend of both on-campus and online, you'll have access to our campuses when required. Our online study mode is readily accessible through our virtual campus, myABS.

Delivery Modes

The AIM Business School offers both online or a blend of on-campus and online delivery modes for its postgraduate qualifications. Students can choose either a completely online study mode or the blended learning option which contains a mix of both on-campus and online depending on your unit selection.

Time Commitment

Depending on the units you've selected, we offer both monthly and termed intakes to suit your study requirements. In addition to the formal contact hours, it is recommended that students complete 10 - 12 hours of self-directed study per week for each unit.

Dedicated Class Size

Our smaller class sizes are favoured, meaning you'll be able to ignite discussions and provide feedback in a comfortable postgraduate setting. We ensure you're given complete undivided attention during each study unit.

Practical Learning

Get the best of academic and practical learning in one. All assessments are based on undertaking realistic projects that apply to each participant's own organisational and industry contexts. You can apply what you learn immediately for instant value and there's no added stress of exams.

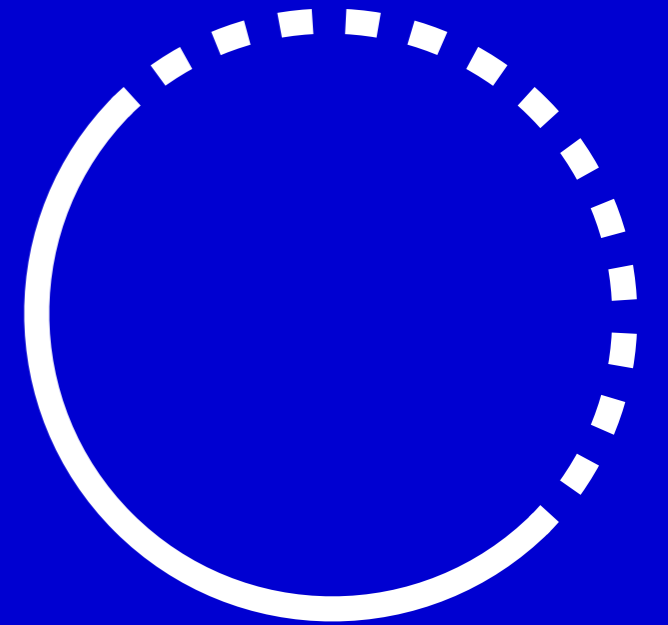
Academic Faculty

Our Faculty are highly qualified and experienced business professionals. They are chosen based on their senior management experience in their area of specialisation, appropriate postgraduate and teaching qualifications, and a commitment to keep abreast of developments in their area of specialisation.

Accreditation

AIM Business School is accredited by Australia's independent national regulator of the higher education sector, Tertiary Education Quality and Standards Agency (TEQSA).

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Melbourne VIC 3000

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