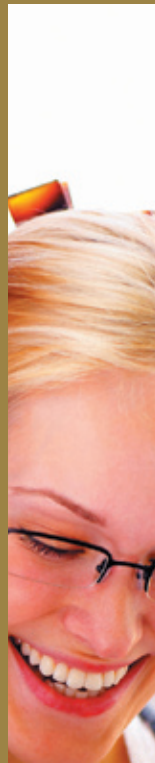


BUSINESS



HOLMES
INSTITUTE



MASTER OF BUSINESS
ADMINISTRATION

GRADUATE DIPLOMA IN BUSINESS

INSPIRE • ACHIEVE • ENGAGE

WELCOME

Holmes Institute is proud to welcome students to its newest accredited programme – the Holmes MBA.

Holmes has a 45 year history, culminating now in this innovative postgraduate business degree.

The MBA carries on the Holmes tradition of providing cutting-edge business education to both domestic and international students.

This masters degree has been custom designed by professorial staff to particular Holmes' specifications. Of prime importance here has been to maintain the emphasis on contemporary knowledge so necessary in today's internationally focused business education.

Holmes degrees are innovative, rigorous and challenging. Our bachelor degrees in business and accounting dovetail into the MBA, allowing students a seamless transition from undergraduate to postgraduate coursework.

An MBA will open doors in the world of business. A Holmes MBA will equip you with the ability to expand that world – to your own specifications.

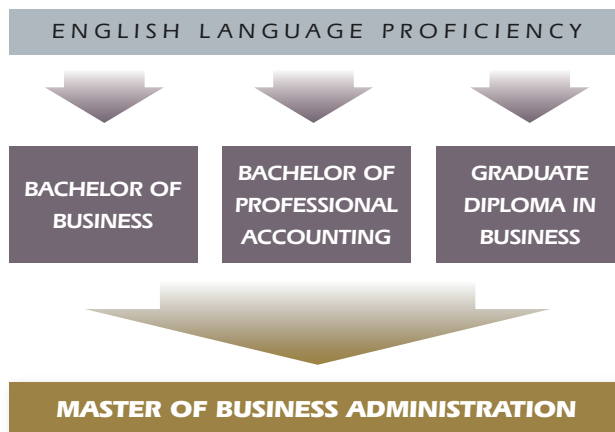


Dr Paul Ryder, Dean
and **Dr Peter Schmidt**,
Convenor of the MBA

HOLMES



THE HOLMES PATHWAY...





“Entrepreneurship is about initiating, doing, achieving and building . . . rather than just watching, analysing and describing”

J. Timmons



“Real leadership is connected, involved and engaged. It’s often more quiet than heroic. It’s about teamwork, about taking a long-term view, about building an organisation slowly, carefully and collectively – energising others”

Henry Mintzberg

The MBA and Graduate Diploma in Business

OBJECTIVES OF THE COURSES

These courses are designed for both aspiring managers and people currently employed in business or management. The Holmes MBA has the clear objective of teaching you how to think like a business person and how to plan ahead using advanced strategic thinking. The Holmes MBA will enable you to look at problems and opportunities holistically. By providing analytical frameworks such as risk assessments, cost-benefit analyses and strategic plans you will be able to apply these to any problem or opportunity you encounter. With an MBA from Holmes you will have gained a broad business mindset.

THE HOLMES ADVANTAGE

Knowing how to read a financial statement is important, for example, during the evaluation of a vendor’s financial standing. Knowing how to interpret marketing plans and market analyses will help identify a vendor’s strengths and overall strategies to see if they can or will continue to be able to meet your needs.

- An MBA will provide you with the understanding, knowledge and skills necessary to explain and discuss essential principles and practices of business through the study of the fundamental core subjects in business and management.
- The Holmes MBA curriculum teaches you to understand and interpret financial statements, marketing plans, market analyses, audit reports and business development plans.
- Because the Holmes MBA is a master’s-level academic program, you will produce comprehensive reports for each subject. Academic mastery of each given topic will develop with every paper you write.
- The ability to research business topics and develop written comprehensive analyses quickly will give you the edge over competitors and be enormously beneficial in your workplace.
- The Holmes MBA will clarify your understanding of your own organisation’s operating environment. From a better understanding of the way your organisation is moving, you will be more able to position it at the forefront.
- The overall importance of leadership is an integral principle in the Holmes MBA. The degree will provide the knowledge and skills to lead an organisation using advanced technology, innovative practices and enterprise management systems which work.

COURSE DURATION AND STRUCTURE

The Holmes MBA comprises 12 subjects, taken over three study periods. It consists of 48 credit points (12 subjects x 4 credit points each).

Students may elect to exit the MBA after two study periods having qualified for the Graduate Diploma in Business award, which consists of 32 credit points (8 subjects x 4 credit points each). Seven core subjects must be completed plus one elective subject chosen from anywhere in the MBA.

There are eight core subjects in the MBA, as set out in the brochure. All students must complete these core subjects and then may choose to either complete their MBA with general electives in Business and Management, or complete a specialisation. The specialisations available in the Holmes MBA are concentrated in the following fields: -

International Business and Enterprise

Accounting and Finance

Information and Technology

MBA Core Subjects

HI 5001 Accounting for Business Decisions

HI 5002 Finance for Business

HI 5003 Economics for Business

HI 5004 Marketing Management

HI 5005 Management and Organisations in a Global Environment

HI 5006 Leveraging Information Technology for Business Advantage

HI 5007 Statistics and Research Methods for Business Decisions

HI 5008 Competitive Strategy

General Electives in Business and Management

HI 5009 Leading and Managing People and Relationships for Performance

HI 5010 Innovation and Entrepreneurship

HI 5011 Business and Enterprise Project

HI 5012 Project Management

Specialisation in International Business and Enterprise

HI 5013 Managing Across Borders

HI 5014 International Business Across Borders

HI 5015 Legal Aspects of International Business and Enterprise

HI 5016 International Trade and Enterprise

Specialisation in Accounting and Finance

HI 5017 Managerial Accounting

HI 5018 Introduction to Business Law

HI 5019 Strategic Information Systems for Business and Enterprise

HI 5020 Corporate Accounting

Specialisation in Information and Technology

HI 5021 Approaches to Enterprise Resource Planning and Systems

HI 5022 Models of E-Commerce and E-Business

HI 5023 Managing Operations and Supply Chains

HI 5024 Intelligent Decision Systems for Business

HI 5001 Accounting for Business Decisions

Principles and practices of accounting as they relate to business decision making is the subject focus. The theory is applied to large organisations, both private and public, as well as to small and medium sized enterprises. The fundamentals of integrating accounting into the market valuation of business enterprises and the preparation and interpretation of the financial statements are canvassed. Relevant contemporary issues and challenges from the field are introduced.

HI 5005 Management and Organisations in a Global Environment

Organisational behaviour in complex and diverse business environments is elaborated. The implications for a contemporary approach to managing the human resources in such environments are identified, focusing on relationships and responsibilities. Challenges and issues in managing both individuals and groups are examined. Globalization and its wide implications for business and society are discussed in the context of economic, legal, social, technological and ethical impacts.

HI 5009 Leading and Managing People and Relationships for Performance

The capabilities required to lead people and manage relationships effectively in a variety of circumstances is the subject focus. The basic HR functions of delegations, roles, conflict resolution and communication are applied in diverse settings. Broad notions of leadership and performance management anchor the discussions.

HI 5013 Managing Across Borders

The main issues in international management – a variety of social, political, economic, technological and cultural forces – are the focus of this subject. From the theoretical frameworks and other empirical work, the cross-cultural management of international enterprises is expounded.

HI 5017 Managerial Accounting

Processes relating to accounting information are studied: from generation to communication, interpretation, and ultimately usage in operational and strategic decision making. As the approach is case-oriented, there is strong emphasis on the ability to diagnose and evaluate a situation and identify underlying assumptions so as to make effective business decisions.

HI 5021 Approaches to Enterprise Resource Planning and Systems

Building competitive advantage through effective enterprise resource planning is the focus of this subject. Students will gain knowledge of approaches to enterprise resource planning systems (ERP) through studying and experiencing current and emerging technological applications in industry.

HI 5002 Finance for Business

From a foundation in business finance, this subject provides an understanding of the operations of the financial system and capital market institutions locally and internationally. Both the banking and non-banking sectors are examined. Topics covered include: equities, short and long term debt instruments, derivatives, interest rates determination, forecasting and international finance. The management of risk is an essential component of this subject.

HI 5006 Leveraging Information Technology for Business Advantage

IT's impacts and influences on business environments is outlined in so far as it has shaped these environments. The subject explores deployment of IT in a wide variety of industries and environments where it has leveraged business advantage such as the re-engineering of business processes and the yielding of competitive edge. IT's impact on a manager's own personal environment and strategic decision making is also explored.

HI 5003 Economics for Business

Macro and microeconomic issues relevant to business are canvassed – the broad business and economic environment and range of settings in which managers work. The focus is on the development and use of economic principles and tools that equip business managers to operate in these settings. Questions addressed include: what makes firms competitive as well as what makes economies successful in a global environment. Policy issues addressed include: the issue of trade versus aid, imports and exports, investment and taxation policy.

HI 5007 Statistics and Research Methods for Business Decisions

The principles and practices of statistical analysis applicable in a variety of business settings are elaborated. Various techniques for the collection and analysis of data are introduced as well as the basic knowledge of research design and research methods. Statistical packages such as Excel and SPSS are used. Qualitative methods of informing business decisions are also discussed.

HI 5004 Marketing Management

Principles and practices of marketing management, both local and international, are addressed. The role of marketing in business as well as non-business settings is covered. Topics include the role of market research and metrics in the formulation of marketing strategy in response to specific market conditions. The tools of marketing such as positioning, segmentation, targeting, price, distribution and promotion are all elaborated.

HI 5008 Competitive Strategy

The process of strategy formulation, applicable in a variety of organisational contexts, is introduced from the principles and practices in the field. Examples are chosen from large organisations in both the private and public sectors, as well as from small to medium enterprises. The basic knowledge about strategies that deliver competitive advantage is detailed. The drivers of strategy are explored in the context of a globally competitive business environment.

HI 5010 Innovation and Entrepreneurship

The processes of purposeful innovation and entrepreneurial management are explored in a variety of contexts: in start-up ventures, in innovations of existing large businesses and in service institutions – even the public service. The role of innovation and entrepreneurship as crucial drivers of economic activity, albeit involving managed risk, is explored.

HI 5011 Business and Enterprise Project

Students undertake a project which provides an opportunity to experience the processes, methodologies and frameworks of action research. A variety of data collection methods will be invoked followed by data analysis and interpretation leading to report writing and the presentation of findings.

HI 5012 Project Management

The back-drop of a typical business project is one of acute stakeholder interest expressed in clearly quantified targets but within binding constraints. Managing such projects successfully has been described as an art as well as a science integrating many factors: budgets, deadlines, costs, quality and human effort. In addressing these factors, best practice is defined.

HI 5014 International Business Across Borders

The subject provides a broad introduction to the economics of the international business enterprise. Market, financial and productivity analysis is used to develop empirically-based cases about strategies for both firms and industries operating in an international setting

HI 5015 Legal Aspects of International Business and Enterprise

Elements of international law, relevant to an international manager such as: contract, commercial, employment and company law are explored along with business regulation, arbitration law and business ethics. The role of international organisations such as GATT, IMF, and the International Property Organisation is also discussed.

HI 5016 International Trade and Enterprise

Theories of trade (Ricardian and Heckscher-Ohlin models) are expounded in the context of international economic policy. Trade instruments such as tariffs, quotas and subsidies and their impact on welfare are also elaborated along with the influence of international trading bodies and organisations.

HI 5018 Introduction to Business Law

The focus of this subject is to provide students with an understanding and awareness of the basic principles of Australian business law. It provides an introduction to the Australian legal system, the law of tort, contract law, consumer protection law, agency law, laws governing forms of business ownership, laws governing financial transactions, and employment law.

HI 5019 Strategic Information Systems for Business and Enterprise

This subject examines accounting-based information systems and business processes. Concepts relating to the management and organisational use of computer-based information systems are explored, in particular, the design of accounting-based information systems able to provide support for business strategy formulation.

HI 5020 Corporate Accounting

The theoretical framework and practical techniques of accounting for corporate groups forms the focus for this subject. Areas considered include company formation, profit distribution, capital reconstruction, liquidation and preparation of consolidated accounts for groups of entities required under Accounting Standards and Stock Exchange regulations.

HI 5022 Models of E-Commerce and E-Business

Concepts and issues in the dynamic fields of e-commerce and e-business are elaborated. The enabling technologies are identified, but the focus is on the business implications and opportunities emerging from these developments. Topics covered include B2C, B2B and mobile business (m-business) technologies.

HI 5023 Managing Operations and Supply Chains

Viability in the modern manufacturing environment is analysed in terms of the underlying value chain and value proposition. For the enterprise to successfully forge its niche, the value driver demands that it delivers not only efficiencies in the supply chain but also efficiencies in the internal supply chain. The enabling technologies that provide these efficiencies are elaborated.

HI 5024 Intelligent Decision Systems for Business

How people make decisions and the availability of IT tools to support decision-making are the subject focus. It draws on a wide range of disciplines and technologies including cognitive science, expert systems, economics, operations research, computer science and the like. Students will gain experience in using DSS in business.

FOR FURTHER INFORMATION...

Enquiries concerning enrolment or courses offered
should be addressed to the Head Office:

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