

# Master of Business Administration



*Ready today for tomorrow*

[jcu.edu.au](http://jcu.edu.au)



# Why study an MBA at JCU?

## **AN EXPERIENCE LIKE NO OTHER**

- Learn from globally recognised academics.
- Develop skills in state-of-the-art facilities.
- Achieve exceptional employment outcomes.
  - Benefit from small class sizes.
  - Connect with professional networks.

## **EXCLUSIVE NETWORK OPPORTUNITIES**

This is a course ignited by peer-to-peer learning. Your talented peers will offer their own knowledge and expertise in their respective fields through a focused classroom delivery model.

## **PREPARE FOR SUCCESS**

Develop a comprehensive understanding of business administration from a multidisciplinary approach. Choose subjects from a range of discipline areas, increasing your understanding of the business world and its place in the future global landscape.

## **BE READY TODAY FOR TOMORROW**

Whether your goal is to advance your career, shift industries or pilot your own business start-up, the JCU MBA ensures you are ready. JCU Business is independently rated #1 in Queensland for full-time employment outcomes\*.

\*2024 Good Universities Guide, PG Business and Management





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- ✔ The JCU MBA is the only seminar-based MBA in Townsville, which offers additional opportunities for learning and networking. Develop long-lasting business and social networks with peers from a variety of backgrounds and industries.
- ✔ Develop fundamental business and leadership skills through a structured approach to managing problems in the ever-changing workplace.
- ✔ Use the flexibility of JCU's MBA and tailor your degree to suit your professional needs or interests.
- ✔ Learn from leading industry experts, as well as regional and international academics who ensure your learnings are fresh and relevant.
- ✔ Benefit from an emphasis on modern governance and sustainable business practices
- ✔ Join in networking events with highly-influential links to industry and government agencies in this region.

## COURSE DETAILS:

<b>Locations:</b>	Brisbane, Townsville
<b>Commencing:</b>	January, May, September
<b>Duration:</b>	1.5 years full time (Masters), part-time available*
<b>Prerequisites:</b>	AQF level 7 bachelor degree in a cognate discipline; or AQF level 8 degree; or 4 years managerial experience that satisfies the course co-ordinator's requirements.

Visit the [handbook](#) for a detailed outline of the course structure.  
\*Part-time study available for domestic students only.

James Cook University partners with Russo Higher Education Pty Ltd to deliver the programs available at our Brisbane campus.

# Ready today for tomorrow

“We cannot solve our problems with the same thinking we used when we created them” - Albert Einstein.

JCU MBA graduates are skilled at addressing issues of relevance to businesses with the agility to pivot in response to broader issues that impact their communities and regions. The business acumen built through the MBA will position you for success from the small business environment to the world stage.

You can choose from three majors in Townsville; Economic Resilience, Leadership, and Project Management with blended learning options – including seminars and external delivery. An Entrepreneurship Major is available in Brisbane.

Learn from leading industry practitioners and engage with genuine scenarios through JCU’s industry partnerships. You will gain sought-after specialist knowledge and skills to lead businesses through innovative and sustainable change, providing affordable solutions.

## FIVE REASONS TO DO AN MBA

- 1. Expand your network**  
In the world of business it’s who you know as well as what you know. Studying an MBA at JCU can set you up with lifelong connections. This is your opportunity to establish an extensive business network including peers, academics, industry professionals.
- 2. Develop a multidisciplinary approach**  
Gone are the days when complex economic and managerial problems are solved with single discipline, linear-thinking mindsets. The world of business operates in a competitive and dynamic environment.
- 3. Refine your leadership skills**  
Develop management skills across the breadth of business-related areas, including people, financial, operational and change management, marketing, innovation and entrepreneurship, along with critical thinking and collaborative problem-solving.
- 4. Advance in management or change career**  
Many people pursue MBAs to increase their earning potential, advance to an executive level, change the industry they’re working in or to commence their own business start-up.
- 5. Activate critical thinking**  
Within an MBA you’ll be working alongside peers from diverse backgrounds, each with their own story to tell. Having diversity within the classroom will provide you with the opportunity to see problems from multiple perspectives.



*“My professional development has benefited from the MBA in a number of ways, from applying new knowledge to my management role at the time to enabling me to think more strategically about the business. The lecturers connected us with emerging leaders in the business community, providing valuable network opportunities.”*

**Ken Hooper**

**BUSINESS DEVELOPMENT MANAGER , BLUESCOPE AUSTRALIA**

**MASTER OF BUSINESS ADMINISTRATION ALUMNI**



*“If you want to take your career to the next level and open doors you never knew existed, getting your MBA is the best decision you can make. Our MBA curriculum goes beyond theoretical knowledge, providing hands-on experience through case studies, internships, and networking opportunities with industry professionals. Earning this distinguished degree will provide you with the tools you need to succeed in today’s competitive business world, including the ability to manage effectively, think strategically, and solve complex problems.”*

**Associate Professor Carmen Reaiche**

**MBA ACADEMIC DIRECTOR**



*“My professional development has benefited from the MBA in a number of ways, from applying new knowledge to my management role at the time to enabling me to think more strategically about the business. The lecturers connected us with emerging leaders in the business community, providing valuable network opportunities.”*

**Aaron Newman**

GROUP CHIEF EXECUTIVE OFFICER, QUEENSLAND COUNTRY BANK – QUEENSLAND COUNTRY HEALTH FUND  
MASTER OF BUSINESS ADMINISTRATION ALUMNI



*“The MBA at JCU was one of the best professional development experiences of my career. One of the best parts of this course was being able to tailor my learning directly into my workplace, so the educational experience was immediately relevant.*

*In a growing complex world, keeping abreast on how to best lead people is vital for businesses and organisations to thrive and the JCU MBA has been excellent for me in this regard.*

*I would highly recommend this program to anyone looking to further their professional development and learnings and lead their organisation into the future.”*

**Paula La Rosa**

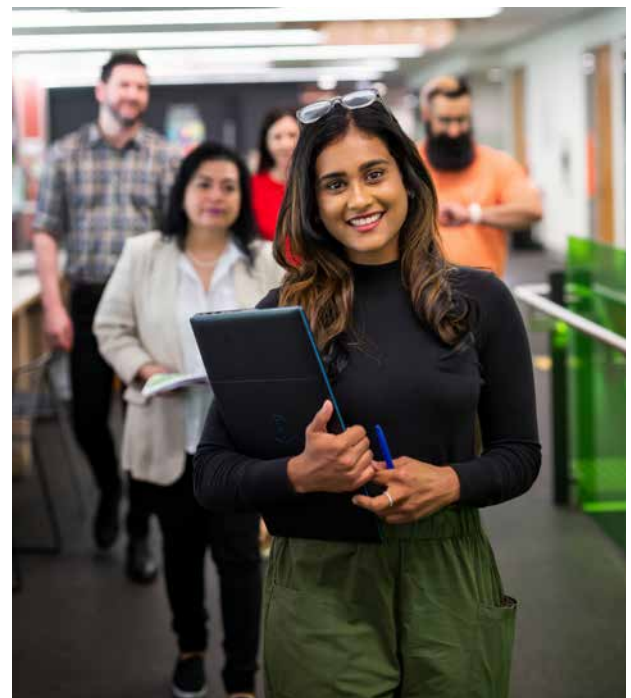
CHIEF EXECUTIVE OFFICER, ALTHEA PROJECTS INCORPORATED  
MASTER OF BUSINESS ADMINISTRATION ALUMNI

## Designed to suit your schedule

The flexibility of our classes are designed to facilitate multiple work commitments and lifestyles. The JCU MBA strives to meet your needs as much as possible through a variety of learning options including after hours and weekend intensives. You will also have the option to choose the number of subjects you enrol in each trimester. As we all know, life happens and when you need to take time out from your studies, you'll be pleased to know that you have five and a half years to complete your MBA, and can press the pause button until you're ready to recommence when the timing suits you better.

### CORE SUBJECTS

- Sustainable Enterprise
- Corporate Strategy
- Innovation and Entrepreneurship
- Data Analysis and Decision Modelling or Managerial Accounting for Decision Making
- Leadership Futures
- Applied Research Project or Professional Project/Internship.







# MBA applications

The JCU MBA is offered in trimesters, so you can choose to start in February, May or September. Apply directly to JCU, either by a form you download, complete and return, or by using the [Online Application Portal](#).

Your application must reach us before the closing date for your course.

## ENTRY REQUIREMENTS

Postgraduate courses will usually require completion of an appropriate undergraduate degree for entry. You'll need to include certified copies of qualifications and academic records with your application. Appropriate work experience or equivalent qualifications will be considered.

## FURTHER INFORMATION

To find out more, call [1800 246 446](tel:1800246446) or contact the [Student Enquiry Centre](#).

## Contact us

JCU Townsville: 07 4781 5255

JCU Cairns: 07 4232 1000

Freecall (within Australia): 1800 246 446

Email: [enquiries@jcu.edu.au](mailto:enquiries@jcu.edu.au)



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UNIVERSITY  
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