



University of  
**Southern**  
**Queensland**



# UniSQ MBA

## Transform your thinking

Get ready to step into your new promotion. The University of Southern Queensland's MBA delivers an exceptional learning experience and develops strategic executive leaders.



Become the executive that rises above the noise, faces uncomfortable truths, and motivates your team to get things done.



Graduate sooner with one of the fastest MBAs on the market. You'll gain a practical, outcome-focused qualification to advance your career.



Study on your terms with six start dates per year, no exams, and assignments that are workplace related focusing on a specific problem.

# Course outcomes

## Introductory subjects

### Leverage your leadership identity

**MBA8001** Introductory subject

Learn to understand yourself, your personal attributes and capabilities, your values and your limitations. This subject provides the foundation to the entire degree.

- Explain strategic thinking and how it informs strategic leadership.
- Understand leadership theories and craft your leadership identity.
- Create your personal brand.

### Making decisions strategically

**MBA8002** Introductory subject

Strategic decision making is critical to sustainable business performance. Decisions, and how these align with the organisation's purpose and goals, contribute to long-term success.

- Strategically make decisions using evidence and judgement in complex situations.
- Analyse various approaches to decision making to determine the most suitable approach.
- Explore the factors that influence the way decisions are made.
- Judge the impact and consequences of decisions.

## Intermediate subjects

### Analysing business data

**MBA8003** Intermediate subject

The ability to diagnose and discern patterns in business data is an essential skill for senior leaders to identify areas of growth.

- Interrogate, interpret and synthesise complex data to diagnose organisational performance.
- Critically apply relevant management theories, models and frameworks to inform data analysis.
- Analyse data to present information about the current position and performance of the business.
- Collaborate effectively to achieve required organisational outcomes.

### Shaping organisational policy

**MBA8005** Intermediate subject

Shaping policy requires leaders who can draw on and leverage the collective intelligence of diverse groups who offer perspective and expertise on various influencing factors.

- Explain organisational policy, why it's important and the factors that shape it.
- Assess stakeholder perspectives, internal and external influences, and organisational purpose to formulate organisational policy.
- Evaluate policy outcomes, measure their impact and create appropriate reporting.
- Create a communication strategy promoting the adoption and implementation of organisational policy.

### Leading a high-performance culture

**MBA8004** Intermediate subject

A company's corporate culture facilitates and drives staff engagement and work practices designed to achieve high-performance.

- Understand how to shape a high-performance culture through leadership identity, a company's mission, systems and processes, and employee behaviour.
- Diagnose corporate and organisational culture using relevant methodologies and tools.
- Incorporate inclusive and culturally appropriate approaches to create a high-performance culture.
- Develop a strategy to implement and sustain a high-performance culture.

### Navigating the business environment

**MBA8006** Intermediate subject

Leaders need to consider the wider impacts of drivers of performance on the organisational purpose and values, its people, and resources.

- Examine performance maximisation and quality assurance theories, models and frameworks.
- Critically analyse the drivers of business performance to determine their relationship to quality imperatives.
- Consider risks, ethics, regulatory requirements and corporate social responsibilities with the implementation of strategies that drive performance.
- Achieve sustainable performance while acting upon the needs and constraints of the organisation's people, systems and resources.

“As a professional cricketer, I spend a lot of time traveling around the world and in different parts of Australia. The flexibility of UniSQ’s MBA was the #1 reason I chose it – I could scale my study load to complement my playing schedule and importantly, complete my study from anywhere in the world. Now that I’ve graduated, I feel confident and excited about my career beyond the playing field.”

### Rachael Haynes

UniSQ graduate, Australian Cricketer, and Board Member Australian Cricketers’ Association.



## Designing systems for impact

**MBA8007** Intermediate subject

Effective strategic problem solving relies on leaders’ knowledge of information system design and business processes.

- Critically evaluate system design and business process theories and methodologies for relevance in solving business problems.
- Identify and justify areas within a business that could grow with new or enhanced business processes.
- Balance obligations relating to information and system security and privacy in contemporary digital contexts.
- Establish an environment for the creation and management of robust integrated business processes and systems.

## Mobilising your people

**MBA8009** Intermediate subject

Harnessing the power and capabilities of people requires a leader who can build capacity while understanding regulatory and Human Resource enterprise frameworks.

- Learn to implement contemporary and emerging bodies of theory related to mobilising people to achieve organisational goals.
- Leverage your leadership identity to positively influence the performance of the organisation’s people.
- Create an approach to leading high-performance teams to address organisational challenges and opportunities.
- Develop and evaluate a people mobilisation and engagement strategy to achieve the organisational vision within the constraints of legal and IR frameworks.

## Communicating strategically

**MBA8008** Intermediate subject

Strategic communication is critical to designing market offerings that add value to the organisation and its stakeholders.

- Integrate theory from communication, marketing and public relations disciplines to inform communication approaches.
- Develop message strategies informed by the factors that impact the communications process.
- Design strategic communication strategies for target audiences designed to achieve organisational goals.
- Develop an implementation plan for a communication strategy that includes appropriate measurement of effectiveness.

## Leading through a crisis

**MBA8010** Intermediate subject

Effective leaders deliver steadfast and authentic performances throughout crises in the face of uncertainty, media scrutiny, worried employees, and jittery customers.

- Critique relevant theory in relation to crisis management, detection and warning.
- Explore crisis response strategies that consider the level and type of crisis.
- Review and critique leadership approaches and communication strategies in response to a range of different crises.
- Develop strategic innovative and creative responses to a crisis.

# Concluding subjects

## Driving growth and innovation

**MBA8011** Concluding subject

Identify trends and creatively find ways to turn them into opportunities for growth.

- Identify and apply theory to inform decisions about business opportunities, growth and innovation.
- Analyse performance data and information from mega trends and disruptive forces to identify opportunities for growth and innovation.
- Effectively interpret data to identify innovative opportunities for growth while considering the constraints of the business.
- Design strategic approaches to realise innovative growth opportunities that align with the capability and purpose of the organisation.

## Dreaming big (capstone)

**MBA8012** Concluding subject

Leaders of the future need to be able to operate at a strategic level, integrating all aspects of the business along with their personal characteristics and attributes.

- Reflect on the transformation of personal attributes and qualities that evidences a student's shift from operational to strategic thinking.
- Understand advanced business and leadership theories, models and frameworks and apply these to a research project.
- Collect and curate complex data and information from a range of sources to inform research outcomes.
- Design a strategic response to a local or global problem that balances the demands of quality and growth.

# What our students say



"I found the content interesting and immediately useful; I feel like I have grown a lot and have been able to apply much of what I have learned to my practice already. I better understand my approach and can better articulate the ways in which I think strategically."

**Phil Sproule, UniSQ MBA student**



"The course content, choice of readings, podcasts and the coaching calls certainly helped in developing a deeper learning. Participating in the discussions and coaching calls were also invaluable and fostered a sense of belonging to a group of potential great leaders."

**Carmel Brown, UniSQ MBA student**

UniSQ's MBA is a transformative journey where students learn to shift their thinking, enabling them to enter executive management.

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