

2026 | CANADA

AIB MBA Course Guide



The
Practical
Business
School.

The AIB MBA

At the end of each stage you can receive a postgraduate qualification* and update your resume to reflect your achievement.

STAGE 1

GCM

4 COURSES
4-8 MONTHS[^]

STAGE 2

GDM

4 COURSES
4-8 MONTHS[^]

STAGE 3

MBA

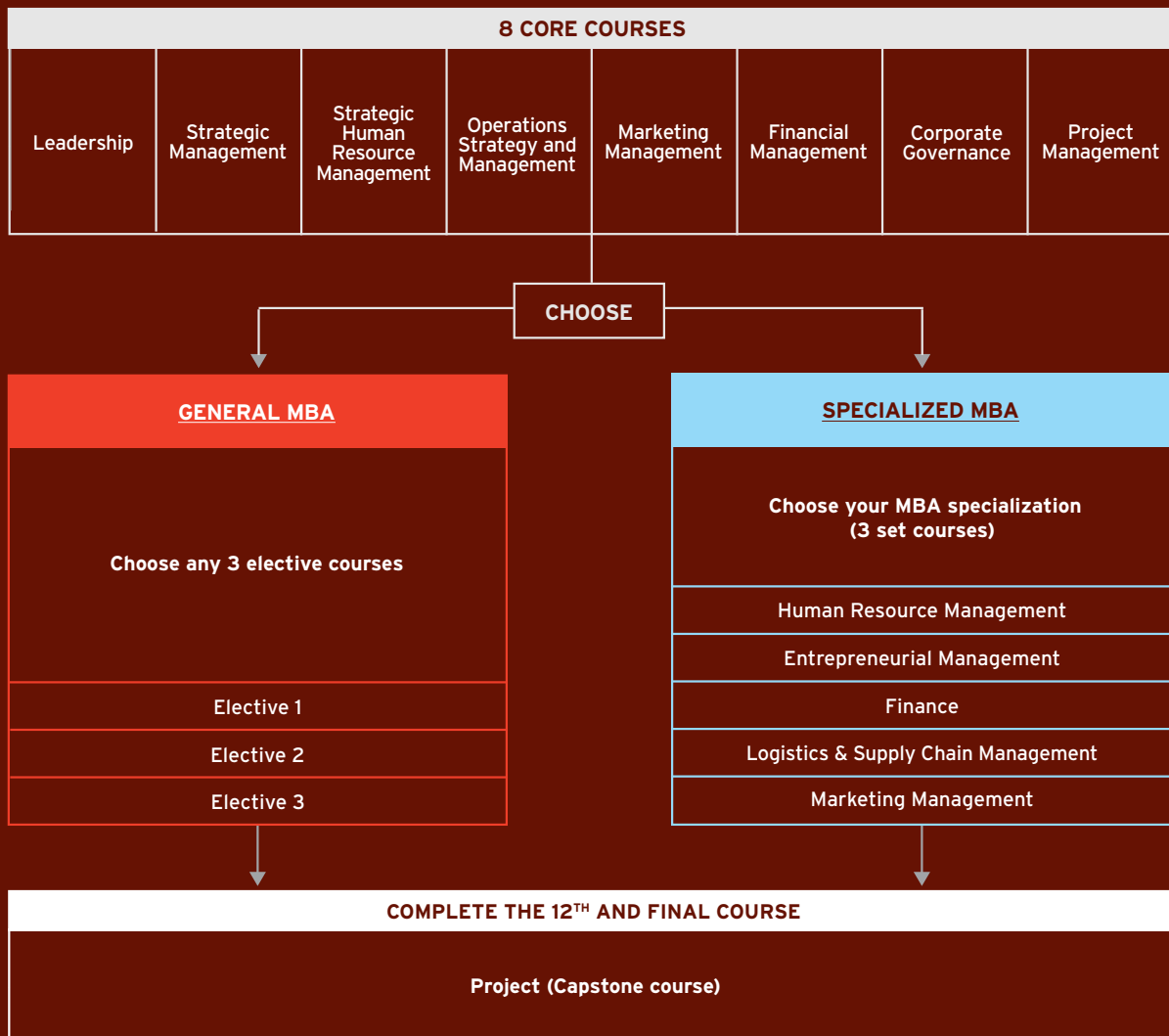
4 COURSES
4-8 MONTHS[^]

12 MONTHS ACCELERATED - 2 YEARS PART-TIME[^]

*Interim awards need to be requested and are not granted automatically. For further details, refer to the [Student Handbook](#).

[^] Course duration is determined by entry pathway and study load. [See details](#).

Course Structure



Choose from a wide range of MBA courses

General MBA

ELECTIVE COURSES - Choose any 3 courses		
Choose any 3 electives as long as all prerequisites are met.		
Artificial Intelligence for Business	Entrepreneurship	International Business
Business Analytics for Managers	New Product Design	Procurement and Global Logistics Management
Cyber Security for Managers	Corporate Finance	Global Supply Chain Management
Organizational Learning and Development	Financial Markets and Institutions	Consumer Behaviour
Managing People in a Global Context	Investment Management	Digital Marketing
Managing Change	Business Consulting	

MBA specializations

Tailor your MBA to your career ambitions. Choose from one of the following specializations.

HUMAN RESOURCE MANAGEMENT		
Organizational Learning and Development	Managing People in a Global Context	Managing Change
ENTREPRENEURIAL MANAGEMENT		
Entrepreneurship	Business Consulting	New Product Design
FINANCE		
Corporate Finance	Financial Markets and Institutions	Investment Management
LOGISTICS & SUPPLY CHAIN MANAGEMENT		
International Business	Procurement and Global Logistics Management	Global Supply Chain Management
MARKETING MANAGEMENT		
Consumer Behaviour	Digital Marketing	New Product Design

Core courses*

*The AQF Level 8 courses must be undertaken before starting AQF Level 9 courses.

Leadership (AQF Level 8)

The course provides a scholarly and in-depth knowledge of the dynamics of leadership and how it applies to contemporary leadership practice.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of leadership theories, concepts and practice, including both traditional and contemporary forms of leadership.
- ▶ Critically evaluate various modes of leadership with consideration of ethical and socially responsible practice.
- ▶ Effectively communicate and apply relevant leadership principles to address diverse needs of various stakeholders.
- ▶ Develop a critically reflective leadership model for your own development.

Strategic Management (AQF Level 8)

This course provides comprehensive knowledge of the strategic management process and gives exposure to the concepts and frameworks that are used in understanding a company's competitive position in domestic and international markets, and the development of new strategies.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate understanding of contemporary strategic management theory concepts and principles.
- ▶ Demonstrate knowledge of how strategy formulation and strategy implementation processes work in contemporary organizations.
- ▶ Conduct an analysis of the internal and external environment of the selected organizational context, using appropriate strategic management theories, frameworks and principles to inform future direction.
- ▶ Critically evaluate and recommend different strategic alternatives and suggest an appropriate and ethical pathway for an organization to build and sustain competitive advantage.

Strategic Human Resource Management (AQF Level 8)

This course will prepare students for the continuously evolving nature of work in uncertain times and the challenges and opportunities that this presents for organizations in meeting the strategic needs of a diverse workforce.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of strategic human resource management theory and its application in practice.
- ▶ Critically evaluate, and recommend improvements to existing human resource management strategies.
- ▶ Identify and evaluate different perspectives, value systems and contemporary trends and their impact on strategic HRM.
- ▶ Design and effectively communicate an evidence based human resource management initiative with consideration to ethical concerns.

Marketing Management (AQF Level 8)

This course discusses the importance and strategic role of marketing in today's globalized and digital business environment. Students learn practical skills that impact on business growth, like how to analyze the market context in which a business or enterprise is operating, segment the market, select an appropriate target market, and recommend strategic and tactical plans that co-create value for the selected target market.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate an advanced understanding of contemporary marketing theory and practice.
- ▶ Evaluate marketing concepts and organizational issues to make evidence-based decisions on creating value for customers.
- ▶ Apply innovative marketing approaches, techniques and ethical perspectives to recommend an evidence-based solution to the problem of capturing value from customers.
- ▶ Communicate marketing knowledge, skills and ideas to others clearly, persuasively and credibly.

Operations Strategy and Management (AQF Level 8)

This course explores operations strategy and management principles, key frameworks, contemporary topics, and practices critical for the efficient and effective management of responsible operations across various sectors such as service, public, manufacturing, not-for-profit among others. The course uncovers ways to create best-in-class responsible operations strategies that not only sustain competitive advantage, but also boost financial, societal, and environmental performances, integrate customer experience, and maximise value creation.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate an advanced understanding of operations strategy and management principles, frameworks, contemporary topics and practices.
- ▶ Critically analyse and evaluate the alignment and contribution of operations strategy within an organisation to help create value and leverage operations into a source of competitive advantage.
- ▶ Effectively and credibly communicate strategic operations management knowledge to others.
- ▶ Apply relevant operations management principles, frameworks and practices to formulate responsible operations strategies and evidence-based solutions for complex operations management issues in diverse organisational contexts.

Financial Management (AQF Level 8)

This course prepares students for effective financial management in organizations. At a foundational level, the course introduces how a manager can interpret financial statements, identify trends and utilize financial tools and techniques to improve decision making, alongside non-financial considerations including ethics.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate understanding of core contemporary financial management theory, techniques and practice.
- ▶ Critically evaluate and effectively communicate recommendations to address financial management issues.
- ▶ Apply financial management theory and techniques to professional practice in an ethical manner.

Corporate Governance (AQF Level 9)

Pre-requisites: Three of the AQF Level 8 subjects must be completed before attempting Corporate Governance.

This course examines the development, concepts, and significance of the concepts and practice of Corporate Governance, and organizational governance within the context of organizational capacity building.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of contemporary corporate governance theories, principles and regulatory frameworks.
- ▶ Use corporate governance theories and frameworks to interpret the key corporate governance responsibility, structure and function in practice.
- ▶ Critically evaluate corporate governance structure and practices with consideration of needs of various stakeholders, corporate ethics and social responsibility.
- ▶ Effectively apply and communicate relevant theories and frameworks to ensure sound and ethical corporate governance decisions in practice.

Project Management (AQF Level 9)

Pre-requisites: A minimum of three AQF level 8 courses which must include Operations Strategy and Management must be completed before attempting Project Management.

This course develops the critical skills, capabilities and knowledge required to successfully manage projects across all stages of the project life cycle, applicable to all industries: service, public, not-for-profit, private, and other sectors.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of project management principles, frameworks, and critical awareness of contemporary approaches needed for managing and leading projects.
- ▶ Critically evaluate, analyze, reflect on, and synthesize information to address complex project management issues in specific contexts.
- ▶ Research, adapt and apply relevant principles and frameworks to develop innovative, ethical, and evidence-based solutions to improving the management of projects.
- ▶ Clearly, concisely and credibly communicate project management knowledge to specialist and non-specialist audiences to inform practice.

Elective courses*

*The AQF Level 8 courses must be undertaken before starting AQF Level 9 courses.

Organizational Learning and Development (AQF Level 9)

This course provides scholarly, practical, and in-depth knowledge to support and critically evaluate contemporary approaches to organizational learning and development (OLAD). Drawing on adult learning theory, students will be involved in diagnosing an organization's learning and development needs. Subsequently, they will gain an insight into the process of design, implementation, and evaluation of learning and development initiatives in line with the organization's strategic direction. Implications for fostering capabilities for the development of human capital for sustained competitive advantage will be examined.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Identify and evaluate organizational learning and development and its strategic application in practice.
- ▶ Diagnose learning and development needs that align with the organization's strategic focus.
- ▶ Design an evidence-based organizational learning and development initiative to address current and future organizational needs whilst maintaining professional integrity.

Managing People in a Global Context (AQF Level 9)

Pre-requisites: Strategic Human Resource Management

This course explores how globalization has influenced and impacted human resource management practices in multinational enterprises (MNEs).

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of contemporary international HRM theories, principles and concepts.
- ▶ Critically analyze international HRM practices and their application in a global context.
- ▶ Identify and evaluate different contemporary perspectives, value systems and trends and their impact on international HRM policy and practice.
- ▶ Design and effectively communicate an appropriate evidence-based international HRM strategy which takes into account socially responsible and ethical practice for an organization.

Managing Change (AQF Level 9)

Pre-requisites: Strategic Human Resource Management

Managing Change focuses on organizational change: why it occurs, how it occurs, how it can be managed, and what forms it can take. The complexities of change present real challenges for managers and leaders and, hence, challenges for managers and leadership in times of change are also addressed.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Discuss the various change management theories, models and practices and their application in organizational settings.
- ▶ Explore the individual, organizational, industry, social, ethical and global factors driving organizational change and ways of accounting for these factors in change initiatives.
- ▶ Evaluate and critically analyze issues impacting all stakeholders that may affect the change process and develop strategies to address these issues.
- ▶ Formulate, effectively communicate, justify and evaluate change strategies for organizations.

Entrepreneurship (AQF Level 9)

This course provides scholarly, practical and in-depth knowledge of contemporary entrepreneurial professional practice and entrepreneurial mindsets. By exploring the key life cycle stages of an entrepreneurial venture and the drivers of entrepreneurial culture, students are provided with insights into the process of entrepreneurship and into developing the resource base needed to pursue entrepreneurial initiatives. The course draws on experiential and collaborative learning to build and strengthen entrepreneurial capabilities.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Examine contemporary entrepreneurship theory and practice to create insights into potential entrepreneurial opportunities.
- ▶ Reflect upon, and apply contemporary entrepreneurship approaches, techniques and ethical perspectives, that develop an entrepreneur's leadership, mindset, capabilities and pathways to an entrepreneurial career.
- ▶ Evaluate the external and internal environmental factors and contexts of an entrepreneurial venture to create and formulate well-informed decisions that will ensure the success of the venture.
- ▶ Communicate entrepreneurship knowledge, skills and ideas to others clearly, persuasively and credibly.

International Business (AQF Level 9)

This course provides a contemporary understanding of international business and its complexities including the role of multinational firms. Students will gain insights into the roles played by formal and informal institutions on the performance of their firm. Students will examine how countries trade with each other and how organizations implement various international strategies to compete globally and obtain competitive advantage.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of contemporary International Business theories, concepts and principles, and their application in practice.
- ▶ Critically evaluate the role and impact of country-level macro environment and institutions to make appropriate recommendations for a business operating internationally.
- ▶ Critically evaluate various international strategies and entry modes and make appropriate recommendations for a business operating internationally.
- ▶ Plan and effectively communicate a relevant and evidence-based international business activity for an organization with ethical considerations.

Business Consulting (AQF Level 9)

The course provides scholarly and practical in-depth knowledge of the business practices, processes and management for external consultants, owners of consulting firms and those with expertise considering consulting as a profession who are wanting to start, run or scale a business consulting enterprise.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of contemporary business consulting theory, process and practice.
- ▶ Apply innovative approaches and techniques as well as ethical perspectives throughout the development of a consulting service.
- ▶ Evaluate complex business and enterprise concepts and issues to make evidence based recommendations.
- ▶ Communicate business consulting knowledge, skills and ideas to others clearly, persuasively and credibly.

Consumer Behavior (AQF Level 9)

Pre-requisites: Marketing Management

The course highlights the importance of consumer behavior and customer experience concepts and theories in understanding and influencing the consumer decision making process as well as the customer experience. The course equips students to assess the influence of various factors in consumer decision making and customer experience in order to implement the most effective marketing strategies through capturing and interpreting customer experience.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced conceptual understanding of consumer behavior and customer experience management theories and practices.
- ▶ Critically analyze the influence of various factors on consumer decision-making and purchasing behavior.
- ▶ Demonstrate the ability to evaluate, synthesize and apply innovative approaches, techniques and perspectives to consumer behavior and customer experience management.
- ▶ Recommend appropriate marketing strategies in a variety of marketing scenarios based on in-depth analysis of consumer behavior within target markets.
- ▶ Communicate customer experience knowledge, skills and ideas to others clearly, persuasively and credibly through customer journey mapping, deriving recommendations to enhance customer experience.

Digital Marketing (AQF Level 9)

Pre-requisites: Marketing Management

There is an expectation that modern enterprises engage in digital marketing providing positive brand experiences for their customers and other stakeholders. Digital marketing is increasingly important to understand, because customers engage online and offline with brands. This course is designed to provide students with an understanding of digital marketing. Students will learn about the various types of digital marketing as well as to how to plan, deploy, manage and evaluate a digital marketing strategy.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate an advanced understanding of contemporary new digital marketing theory and practice.
- ▶ Examine digital marketing theory, measures and practice to create a comprehensive digital marketing audit.
- ▶ Critically analyze various metrics, innovative approaches, techniques and ethical perspective to design a digital marketing strategy.
- ▶ Communicate digital marketing strategies, tactics and measures to others clearly, persuasively and credibly.

New Product Design (AQF Level 9)

Pre-requisites: Marketing Management

This course takes the student through new product design from conception to launch of a new product or service. The course aims to provide in-depth knowledge and application of traditional and innovative tools and frameworks used in a successful new product design process.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate an advanced understanding of contemporary new product design theory and practice.
- ▶ Demonstrate an ability to apply innovative approaches and techniques as well as ethical perspectives throughout the development of new product designs.
- ▶ Evaluate complex business concepts and issues to deliver an evidence-based rationale for new product designs.
- ▶ Communicate new product design knowledge, skills and ideas to others clearly, persuasively and credibly.

Procurement and Global Logistics Management (AQF Level 9)

Pre-requisites: Operations Strategy and Management

This course focuses on the design of effective procurement and global logistics systems and how such systems can be improved during periods of uncertainty. It covers areas such as customer relationship management, warehousing and packaging, and transportation. It explains how these elements combine to form a logistics network. Students will analyze the impacts and opportunities of uncertainty on procurement and logistics management.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Critically analyze procurement and global logistics systems in the times of uncertainty using relevant theories and frameworks.
- ▶ Develop evidence-based recommendations to improve procurement and logistics systems.
- ▶ Synthesize and communicate procurement and global logistics management knowledge to inform practice.

Global Supply Chain Management (AQF Level 9)

Pre-requisites: Operations Strategy and Management

Today's business and economy happens in a global and circular supply chain. Successful organizations in various sectors (e.g. service, public, NFP, manufacturing) strategically collaborate with their local and/or global supply chain partners to gain competitive advantage and create more value for the end customers. Well-managed adaptive supply chains help them win and retain customers, unravel opportunities, and leverage digital trends to achieve and sustain long term value creation. This course takes a strategic and global approach to Supply Chain Management and covers key principles, frameworks, and contemporary topics.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of global supply chain management principles, frameworks, and contemporary trends.
- ▶ Critically analyze, reflect on, and synthesize complex information, problems, principles and frameworks related to supply chain management at the strategic and global level.
- ▶ Research and apply relevant principles and frameworks to develop innovative, evidence-based and sustainable solutions to navigate the supply chain landscape.
- ▶ Clearly, concisely and credibly communicate strategic and global supply chain management knowledge to specialist and non-specialist audiences to inform practice and showcase competencies as future ready SC leaders.

Corporate Finance (AQF Level 9)

Pre-requisites: Financial Management

Corporate Finance provides students with an integrated framework and analytical tools that managers use to make effective financial decisions to improve firm value. Students will investigate the selection of capital investment projects that add value to a firm, the determinants of an optimal mix of debt and equity, the valuation of different types of securities, whether firms should pay dividends and/or repurchase shares, and different forms of mergers and acquisitions.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Use relevant theories, policies and tools to critically analyze contemporary corporate finance issues.
- ▶ Appraise and design financial strategies and policies to sustainably maximize the value of an entity.
- ▶ Effectively communicate ethical financial business decisions and recommendations to stakeholders.

Financial Markets and Institutions (AQF Level 9)

Pre-requisites: Financial Management

This course presents a detailed overview of the features of modern financial and monetary systems, and enables an in-depth understanding of complex institutions, markets, and securities that are part of them.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of contemporary financial markets and institutions theory, analytical frameworks and practice.
- ▶ Critically analyze and effectively communicate improvements relating to financial markets and institutions issues.
- ▶ Plan and present a substantial evidence-based financial markets and institutions report in an ethical manner

Investment Management (AQF Level 9)

Pre-requisites: Financial Management

The objective of the course is to provide comprehensive theoretical and practical knowledge on investment management. The course covers major theoretical concepts, namely, modern portfolio theory, diversification, and equilibrium models of security prices. The course also includes macroeconomic and industry analysis, pricing of main financial derivatives, and evaluation of portfolio performance.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of contemporary investment management theory, analytical frameworks and practice.
- ▶ Critically analyze and effectively communicate complex concepts, investment management issues and recommend improvements to inform professional practice.
- ▶ Plan and undertake a substantial evidence based investment management report in an ethical manner.

Artificial Intelligence for Business (AQF Level 9)

This course provides a strategic overview of Artificial Intelligence (AI) types and their applications in business. It explores how AI technologies—including machine learning, generative AI, and large language models (LLMs)—are transforming industries, leadership, and decision-making. Students will examine the challenges and opportunities of AI adoption, along with its ethical, legal, and governance implications.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate an advanced understanding of key concepts and technologies of Artificial Intelligence (AI), including Large Language Models and their business relevance.
- ▶ Critically evaluate AI capabilities, limitations and associated ethical, legal and social considerations.
- ▶ Analyze business functions and industry scenarios where AI can deliver strategic value.
- ▶ Develop, justify and effectively communicate appropriate approaches for responsible AI deployment in business contexts.

Business Analytics for Managers (AQF Level 9)

This course provides an overview of business analytics concepts and their applications in the business environment.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of fundamental concepts and methods in business analytics and what business analytics can do for a business.
- ▶ Critically evaluate and reflect on the capabilities and limitations of business analytics and its challenges.
- ▶ Research and apply relevant business analytics methods and frameworks to address strategic, operational, and tactical decision problems in organizations.
- ▶ Develop and justify approaches for the deployment of business analytics projects.

Directed Study* (AQF Level 9)

Pre-requisites: All AQF Level 8 courses

Directed Study requires students to undertake a specific project to further their disciplinary study and theory application in addition to the final MBA Project. The Directed Study is an individual project which is supervised by one or more academic staff member(s), based on topics that are aligned with the discipline expertise offered at AIB. The topic and assessment pieces are developed in consultation with the academic supervisor(s). Meetings between the student and the staff member(s) are periodic and at the request of the student or the staff member(s). The staff member(s) may set milestones and timelines for the student to meet. The course provides scaffolding for the design and development of an individual research project and for the application of theory in a practical workplace context. Please note, Directed Study is not intended to be a replacement for an existing course.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Demonstrate advanced understanding of the design and implementation of an individual project.
- ▶ Evaluate and synthesize existing research to enable the creative planning and execution of scholarship in a practical, real-world context.
- ▶ Design and implement an individual project for the application of theory in a practical workplace context.

*Directed Study is available as a specialization course only to students who have completed an AIB MBA and who previously completed a specialization course in their previous AIB MBA which is in their chosen specialization for the second MBA.

Cyber Security for Managers (AQF Level 9)

The aim of this course is to provide in-depth insight into the increasing dangers and frequency of cyber attacks on businesses and government and how best to prevent or mitigate the damaging outcomes. The likely sources of attacks will be outlined along with the methods more commonly used, inherent weaknesses in systems, examine the risk factors and outline manager's responsibilities. How to create policies designed to mitigate attacks and how to manage them are included along with disaster planning and recovery. This is not a technical course on the detailed workings of attacks but rather a management approach to resilience, cyber disaster planning and recovery methods.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Describe the need for cyber security in context of the risks, threats, and attack vectors on an organization's digital information systems.
- ▶ Analyze weaknesses and vulnerabilities in an organization's digital information systems to determine threats and controls for risk management.
- ▶ Design cyber security policies that help mitigate the weaknesses in digital information systems, define organizational data governance protocols and comply with legal obligations.
- ▶ Critically analyze and effectively communicate a complex cyber disaster recovery and contingency plan and recommend improvements to inform professional practice using contemporary cyber security threats, best practice models and/or frameworks.

Project (AQF Level 9) - Capstone course

Pre-requisite: A minimum of 10 MBA courses must be completed before attempting the Project (i.e. all 6 AQF Level 8 core courses and at least 4 AQF Level 9 courses).

The objective of this course is to undertake a project related to the chosen area of professional focus. Students will identify an appropriate workplace or industry related research problem or opportunity, conduct a concise review of theories and frameworks, engage in identifying secondary data, analyze the data and present findings in a formal business research report.

ON COMPLETION OF THIS COURSE PARTICIPANTS SHOULD BE ABLE TO:

- ▶ Critically examine contemporary business theory and practices related to an identified enterprise (or industry) problem or opportunity.
- ▶ Demonstrate ability to apply innovative approaches, techniques, ethical perspectives, and the use of secondary data, to an identified enterprise (or industry) problem or opportunity.
- ▶ Critically evaluate business (or industry) concepts and synthesize existing research, theory, and secondary data to advise business stakeholders on business solutions.

Got questions or want to enrol?

Speak to a Course Advisor on **1300 304 820**.

Email a Course Advisor on courseadvisor@aib.edu.au

Looking to enrol 2 courses at a time?

CHECK YOUR ELIGIBILITY ►



The
Practical
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