

MBA



University of
South Australia



2010

International Graduate
School of Business

International Graduate School of Business
University of South Australia

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Our MBA

Is an MBA right for me?

Over the last 25 years we've helped thousands of people answer this question. Most of the prospective students we meet, know they're interested in earning a Master of Business Administration (MBA) degree, a credential now commonly held by many leading managers and business executives in Australia and throughout the world.

Those pursuing an MBA at mid-career, typically seek the education and the credential as a springboard to a career transition. People who want to continue to work while they earn their MBA degree, face an often bewildering range of choices.

But many aren't familiar with MBA programs, a degree with distinctive characteristics and special value to mid-career professionals on an executive career path.

The University of South Australia MBA has been developed to provide students with the range of skills required to understand, analyse, integrate and improve activities associated with business and management. To acquire a solid grounding in managing a business, students are exposed, in depth, to business disciplines in areas such as accounting, finance, economics, marketing and people management. In our MBA, this functional knowledge and associated practical skills are taught with a global perspective within an integrated strategic framework. The objective is to cultivate a management mindset and a strategic perspective for considering business and management issues.

An MBA from the University of South Australia will equip you with the skills, knowledge and experience to be a better manager. Our MBA has a sharp focus on the application of skills, our lectures and facilities are all designed to provide you with an environment where your full management potential can be realised. Our program support services are aimed to ensure personal, as well as professional, development.



"Defence is a fast-growing and vital industry for South Australia and high-quality managers are in constant demand."

*Greg Tunny,
Managing Director of ASC*



"In teaching the MBA, our objective is to help our students become better managers."

*Bob Gilliver
MBA Program Director*



"After just 2 years of study I have secured a General Manager position in charge of two States, increased my salary, met lifelong friends and have been exposed to international learning. It just doesn't get better than that."

*Scott Power
General Manager,
Nilsen Electric
(Queensland and NSW)*

The Benefits for You

Graduate Qualities

Integral to the design of our MBA is a focus on allowing our graduates to develop specific management qualities.

Executive Perspective

Mid-career professionals look at the challenges of business with the benefit of experience. MBA programs help students consider business problems and opportunities from a CEO's perspective. You'll become knowledgeable about the important concepts of key business disciplines, and also focus on integrating this knowledge with your prior background and experience.

Collaborative Learning

You may think of a university classroom as a competitive environment, however at the MBA level, building partnerships, alliances and other cooperative relationships becomes as important as competing with others. MBA programs focus on collaboration rather than competition. In the classroom and in study groups, you'll test your teambuilding skills and learn to rely on others to help you succeed. Successful MBA students learn how to share responsibilities with others and take advantage of each others' experience and knowledge for mutual benefit - a skill directly transferable to their work.

Immediate Applicability

Applying what you learn to challenges and opportunities in the business world is essential to the MBA experience. As an MBA student, the workplace becomes a laboratory in which you test what you've learned in the classroom. Often, you will have opportunities to design projects that allow you to solve real problems you face at work as you complete course requirements.

Increased Confidence

If you've developed your business skills and knowledge on the job, an MBA program can help you fill in the gaps, learn the language of business and give you a firm grounding in the fundamentals of its various disciplines.

More than one way

We recognise that MBA participants come from a range of backgrounds with different professional development needs. Hence our MBA is offered in 3 different formats.

Option 1: General Management

The General Management MBA is for our students whose aspiration is to lead an organisation. This option has the maximum number of 10 core courses and 2 general electives.

- Year 1**
- > Leading and Managing People
 - > Contemporary Management Skills
 - > Creative and Accountable Marketing
 - > Accounting for Decision Making

- Year 2**
- > Leadership Dynamics
 - > Managerial Finance
 - > Managerial Economics
 - > International Business

- Year 3**
- > Competitive Strategy
 - > Sustainable Corporate Strategy

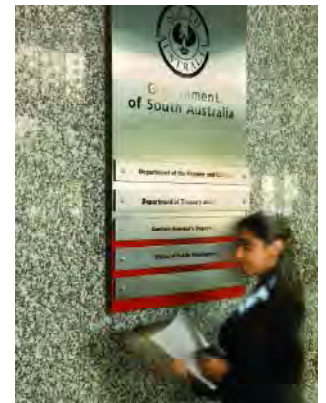
PLUS TWO general electives.

Option 2: Specialisations

An MBA with a specialisation is for those students whose aspiration is to understand more about how businesses operate, but who ultimately seek to remain in a role closely aligned with their primary discipline area. Those undertaking a specialisation, will undertake 8 core courses, 3 electives in their area of specialisation, and 1 general elective.

Option 3: Broad range of electives

The broad range of electives MBA requires students to undertake 8 core courses plus 4 general electives. This version of the MBA is especially appealing to those who seek breadth of exposure to contemporary management issues.



“The UniSA MBA equips managers with the range of skills and experiences which enables them to take their place in Government, as well as the private sector.”

*Elaine Bensted,
Deputy CEO,
Dept of Further Education,
Employment, Science
and Training*

Flexibility

Flexibility



"I teach the marketing course in three different modes so that we can provide flexibility for the demanding work and travel schedules of our students."

*Professor David Corkindale,
Professor of Marketing
and Discipline Leader for
Marketing in the MBA*



"This MBA program has allowed me the flexibility to study successfully and still maintain my commitments to work, travel and family."

*Jeff Walsh,
Principal Engineer,
GHD Pty Ltd,
South Australia*

We are committed to giving our students the maximum possible flexibility in how they complete their MBA. We recognise our students lead busy lives balancing their careers, family, social and recreational activities. Some of the available options for study include:

- > Weekday evening classes from 6pm to 9pm
- > Saturday morning classes (every second Saturday)
- > Intensive Teaching Sessions (usually 3-4 days)
- > Study Online
- > Study in Singapore, Kuala Lumpur or Penang
- > Industry Placement
- > European Summer School of Advanced Management
- > Business in China Intensive School
- > Exchanges with more than 75 Business Schools around the world

Our MBA students can do a mixture of the above modes of delivery as they go through the MBA. Each Study Period can be a different study mode, to maximise flexibility.

Many courses are offered on alternate Saturday mornings. Every year, some courses are also offered as intensives, meaning that the face to face tuition takes place across several consecutive days.

At any time during the MBA our students can do any of their courses in the Online mode. This means that even if work takes them away from Adelaide for a period of time, their studies can continue.

Students can also study at any one of our Singapore, Kuala Lumpur or Penang locations. There are also opportunities to do MBA courses through European Summer School, our Business in China Intensive School, or through any one of about 75 other Business Schools around the world, with whom we have exchange agreements.

More than an MBA

More than an MBA

The personal and professional development of our MBA students is one of the value-adds we offer. During the time a student spends with us, we provide a large range of value-adds, all optional and all at no cost. Our range of services for MBA students include our annual Careers Conference; the widely acclaimed Network Now Dinner; our CEO speaker series; Industry Placements; and our Career Workshops.

Career Workshops

In conjunction with the University Career Services team, and the international HR consultancy Hudson, we offer a variety of workshops over the year to provide students with information when it is most needed. Workshops cover areas as diverse as Self Assessment; Resume Writing; Interviewing Effectively; Offers, Decisions & Negotiating; and Career Transitioning Strategies

Skills Development

We impart key elements of the critical study skills such as Effective Reading, Note Taking, Post-Graduate Writing, Critical Thinking, Presentation Skills, Group Work Skills, Maths & Statistics & Research Skills, with workshops built around specific pieces of assessment in particular MBA courses.

Industry Placement

The Industry Placement Program is designed to meet the demand by international students at the IGSB for some business experience in Australian organisations, as part of their MBA experience.

Visiting CEOs

Some of South Australia's top CEOs come to the School to share their thoughts with our MBA students about the issues which are important to CEOs, and to give an insight into some of the issues that need to be dealt with in order to be a successful leader of a major organisation in today's business environment.

Academic English Workshops

These workshops help students to meet our expectations of writing in the various disciplines of management. These expectations include the use of terminology; responding to alternative views; presenting an argument, and appropriate use of information.



"The tourism industry in South Australia has the same challenges as other businesses, and MBA graduates play a significant role."

*Bill Spurr
CEO
South Australian
Tourism Commission*

MBA Core Courses



“All of us who teach on the MBA seek to provide our students with leading edge content, delivered with high quality customer service.”

*Dr Mary Bambacas,
Discipline Leader
for Contemporary
Management Skills
in the MBA*



“The skills, knowledge and experiences I took from my MBA were directly transferable to my daily challenges in business.”

*Dr Sam Shahin
Director, Peregrine
Corporation*

Contemporary Management Skills

This course lays the foundation for the development of the technical, human and conceptual skills to enable students to make the transition to pursue a managerial career.

Leading and Managing People

This course explores key factors that influence people's performance and behaviour in organisations from a leadership, organisational behaviour and HR perspective.

Accounting for Decision Making

This course provides students with the skills and knowledge to be able to use accounting information to improve their performance as managers.

Creative and Accountable Marketing

This course deals with how markets operate, the contribution of marketing thinking and the role of the marketing function in contemporary organisations.

Leadership Dynamics

This course examines the complexity of leadership and management challenges in contemporary organisations, drawing attention to the critical factors of personal and team functioning.

Managerial Finance

This course provides students with the skills required to apply analytical techniques from finance in real world financial decision-making situations.

Competitive Strategy

This course examines how organisations can create sustainable competitive advantage. It focuses on factors that determine an organisation's success.

International Business

This course provides students with the knowledge and skills to manage a business in the international arena, and the range of strategies available to compete more effectively.

Managerial Economics

This course explores how economic theory and decision science tools can assist in the formulation of optimal solutions to managerial decision problems.

Sustainable Corporate Strategy

This course examines strategy formulation and implementation at the corporate level with an emphasis on sustainability, and the role of a business firm in society.

Specialisations

Specialisations

The MBA Specialisation option is appealing to students who seek to develop some of the skills, knowledge and experiences to equip them for senior management, but whose immediate career plans see them remaining in their primary functional role.

Students may elect to complete their MBA with a Specialisation in one of the following areas:

- > MBA (Entrepreneurship)
- > MBA (Finance)
- > MBA (Health Management)
- > MBA (Human Resource Management)
- > MBA (Information Systems)
- > MBA (Marketing)
- > MBA (Property Management)
- > MBA (Sustainable Business)

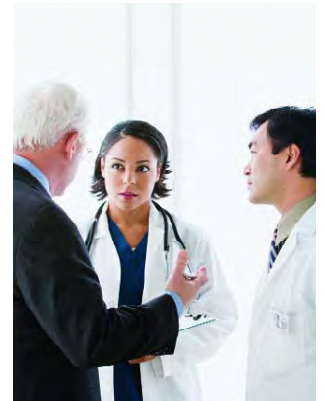
Those undertaking a Specialisation will complete:

- > Contemporary Management Skills
- > Leading and Managing People
- > Creative and Accountable Marketing
- > Accounting for Decision Making
- > Leadership Dynamics
- > Managerial Finance
- > Competitive Strategy

Plus one of:

- > International Business
- > Managerial Economics
- > Sustainable Corporate Strategy

Plus three courses related to the area of specialisation, and one other general elective from the MBA.



“The changing Australian health sector is very complex. An MBA allows managers to change with the landscape, and meet the challenges.”

*Steve Farrall,
Director of Nursing,
Ashford Hospital*

About Us



“Managing a technology based, high growth, entrepreneurial business like this, requires all the skills and knowledge I derived from my UniSA MBA.”

*Tim Waterhouse
CEO of Sentek Sensor Technologies*

The University of South Australia (UniSA) is one of the largest, fastest growing and most innovative universities in Australia. Whilst UniSA was founded in 1991, it has arisen from the amalgamation of some of the state’s most distinguished education facilities, with the oldest component established in 1856. It is a modern, vibrant and successful institution working with industry and community partners to develop a technologically advanced, sustainable and ethical society.

The University is the largest university in South Australia and the fifth largest in Australia. UniSA programs are designed in close consultation with industry and business to ensure that students graduate with relevant real world experience.

UniSA has five campuses, centres of learning in ten other countries and links with more than 75 institutions worldwide. With more than 30,000 students, including over 3,000 international students, of every age, background and culture, UniSA’s diversity is its success and strength.

The origins of the IGSB MBA date back to the 1980s, where the program was taught through the South Australian Institute of Technology. In 1993 the school changed its name to the International Graduate School of Management and in 2004 to the International Graduate School of Business. Since then, the IGSB MBA has grown from strength to strength, expanding its scope and rigour to serve the strong market need for this qualification.

The Division of Business in which our MBA is located, is accredited by the European Quality Improvement System (EQUIS). EQUIS accredited institutions must demonstrate high quality in all dimensions of their activities, including academic programmes and research, resources and student services, and connections with the corporate world.

UniSA has long-standing exchange agreements with many leading international universities. The IGSB is also a full member of the internationally recognised Executive MBA Association.

Our Students

Our MBA in Adelaide has around 350 students at any time. Approximately 90% of our students are mid-career professionals who study the MBA with us on a part-time basis, usually over 3 years.

Our students include CEOs, Engineers, Finance Directors, IT Managers, Doctors, Scientists, Town Planners, Marketers, Quality Managers, Senior Bankers, Operations Managers, General Managers, Stockbrokers, Sports Administrators, Lawyers, Quantity Surveyors, to name a few.

MBA students come from manufacturing companies, the education and health sectors, the professions, public service, management consulting, the small business sector, service industries, defence industries, not for profit organisations, and quite a number are successful entrepreneurs. They reflect a great variety of backgrounds and experiences, all of which add richness to the classroom environment.

Such diverse student cohorts are indicative of the many reasons people choose to do an MBA. Those reasons range from a desire to launch their general management career, right through to successful managers seeking career transition. Whatever the reason, the diversity of the student population ensures that teaching and learning occurs in an environment which is stimulating for everyone.

Around 10% of our students studying the MBA in Adelaide are full-time international students, and at any time, they would typically represent 15 different countries from every continent in the world. The full-time students normally complete the MBA in less than 2 years.

Our teaching staff are skilled in the use of experiential teaching and learning approaches, thus ensuring that case studies and class discussions draw upon the depth and breadth of management experience amongst the students in each course.



“As a truly international graduate school, we are uniquely placed to help our students better understand the fusion of Eastern and Western management approaches and values.”

*Associate Professor
Laubie Li, Executive
Director of MBA Programs*



“I came to study in Adelaide from Qatar, and have gained a rich understanding of cross-cultural management through the MBA.”

Sarah Al-Humaidi

Quality

Quality

To ensure our MBA maintains its high quality standards, we have a number of quality improvement systems in place.

MBA Advisory Board

Our MBA Advisory Board meets several times each year to guide us in planning and evaluating the future strategies related to the MBA Program, and the relevance of our curriculum to our objective of helping students to become better managers.

- > Mr Rob Chapman, MD Bank of SA
- > Mr Kim Boehm, MD Clemenger BBDO, (SA)
- > Mr James Sarah, MD Sarah Group Ltd



Good Universities Guide

Our MBA is ranked 5-star in the Good Universities Guide 2008/09, and is again ranked highest of all Australian MBA Programs for the total number of stars awarded in the various categories.



EQUIS Accreditation

The Division of Business, in which our MBA is located, is accredited by the European Quality Improvement System (EQUIS). Accreditation is awarded to business schools only after a rigorous assessment by a panel of international academics and business people.

Academic Quality

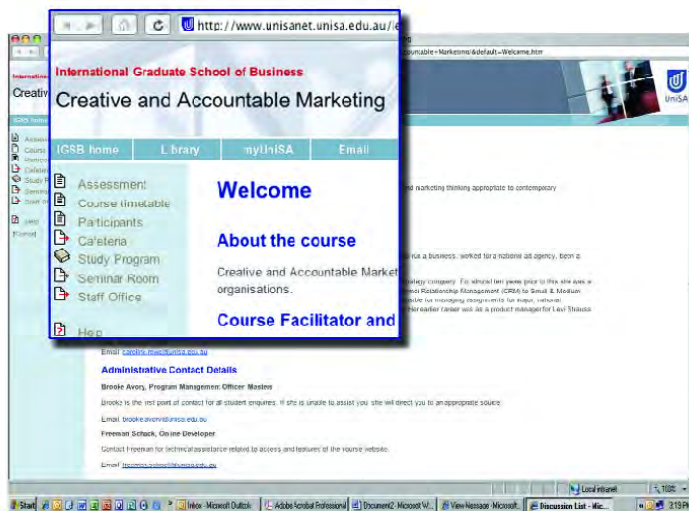
All of the MBA courses are contemporary, and have been externally reviewed by senior academics from other Australian Business Schools. Quality assurance reviews are also conducted after each course has been delivered.

Board of Examiners

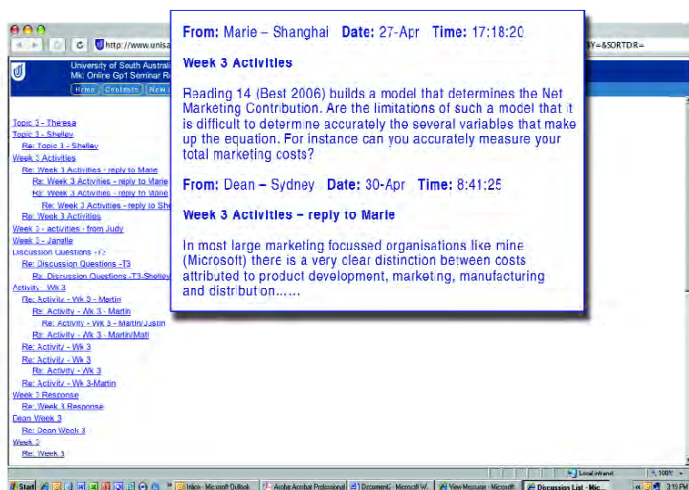
Student performance is managed closely by the MBA Board of Examiners.

Studying Online

To undertake our Online MBA, you just need a computer and the internet. Accessed through a browser, the MBA is fully delivered on the web requiring no special software or hardware.



The Online learning environment is a discussion board model where students participate in seminar room discussions and syndicate work.



Each MBA course runs for 10 weeks. Online MBA participants go online when it suits their needs. Most students are on the site about 3 times every week, but there are no fixed times when students must be online.

In choosing to undertake our Online MBA you are choosing a delivery method for your study. The qualification and parchment you receive on graduation is the same as that which those studying on campus receive. In fact you can mix online and campus based study, if that suits your needs.

Study Abroad

European Summer School of Advanced Management



“As a globally focussed business, the development of people with the skills to operate in this marketplace is a key to our success”

*Mary Lynch,
Group Executive Human
Resources, Santos Ltd*

Business in China Intensive School

Our MBA students have the opportunity to attend the 2-week fully residential annual European Summer School of Advanced Management (ESSAM), held at Aarhus in Denmark in late June/early July of each year. Upon completion of the Summer School, MBA students receive credit for 2 electives in their MBA.

ESSAM provides students with a rich insight into the way in which business is being done in European markets and provides extensive international networking opportunities.

We are one of nine global Business Schools who conduct ESSAM. The other consortium members of ESSAM are:

- Aarhus School of Business, University of Aarhus (Denmark);
- The Business School, Loughborough University (UK);
- University of Glasgow Business School (UK);
- School of Management, University of Southampton (UK);
- Haskayne School of Business, University of Calgary (Canada);
- School of Business and Economics, Wilfrid Laurier University (Waterloo, Canada);
- University of Waterloo (Canada);
- Leeds School of Business, University of Colorado (USA);

MBA students can participate in the annual China Study Tour, and upon completion of the tour and all assessment tasks, will receive credit for 2 electives in the MBA. The Business in China Intensive School takes place in April each year, and is taught as an intensive school in Shanghai and Beijing, through a combination of lectures, case studies, a negotiation simulation and group work.

Learning activities are complemented by presentations from guest speakers and visits to local business and government. Students are provided with a comprehensive set of study materials and required readings. The latter part of the School is spent in Beijing, focusing on political and cultural aspects of the world's fastest growing economy.

International Exchanges

Our MBA students can also participate in short-term Exchange programs with more than 75 other universities around the world, with whom we have exchange agreements.

Applications



Participants are selected on the basis of the unique qualities each will bring to the synergy of the group as a whole.

A blending of diverse business backgrounds creates special challenges and opportunities for participants to benefit from the experiences and perspective of others.

Entry Criteria

Entry is on a competitive basis. The minimum formal entry requirement is:

- > a recognised undergraduate degree or equivalent professional qualifications;
- > a minimum of two years relevant work experience

As entry is competitive, admitted applicants generally have more than five years relevant managerial work experience.

Unsure you meet our entry criteria? Talk to us about how our Graduate Certificate in Management can be a starting point for your MBA.

Participants for whom English is a second language are required to prove English language competency. The minimum entry requirement is English proficiency demonstrated by IELTS (Academic) 6.5 with a 6.0 in Reading and the Writing sub score.

Closing Dates

New students are accepted into the MBA four times per year, in January, April, July and September. Deadlines for applications are contained within the application for admissions package.

How to Apply

Applications can be made by contacting our MBA Program Office to request an application for admission package:

Telephone: (+61 8) 8302 0041
Toll free: 1800 502 520 (within Australia)
Facsimile: (+61 8) 8302 0709
Email: unisamba@unisa.edu.au

or online at www.unisa.edu.au/igsb/mba/toapply.asp

CRICOS provider Number: 00121B



