

WIB



University of
South Australia



2009

International Graduate
School of Business



The University of South Australia

The University of South Australia (UniSA) is one of the largest, fastest growing and most innovative universities in Australia.

While 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 4 campuses, 2 centres for regional engagement, centres of learning in 8 other countries and links with more than 98 institutions worldwide. With more than 34,000 students, including over 5,000 onshore international students, of every age, background and culture UniSA's diversity is its success and strength.



Over 25 years of postgraduate business education

UniSA's International Graduate School of Business (IGSB), home of the Master of International Business program, has been teaching business leaders since the 1980s, when a Master of Business Administration program was first introduced.

This program was first 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 has grown from strength to strength, expanding its scope and rigour to serve the strong market need for postgraduate management education. In 2006 the IGSB introduced the Master of International Business.

The Division of Business, in which the IGSB 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 programs 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 an Associate Member of the European Academy of Business in Society. We are the only Business School in Australia to be a member.



UniSA MIB

Your passport
to the globe

Master of International Business

Business today is conducted on a global stage. To succeed in the complex and rapidly changing commercial world, business leaders need to have a solid understanding of the dynamics of how global economics, politics and social and cultural issues impact on business operations.

Foreign markets need to be regarded as either a potential market or as a base for inbound competitors. To make you a better international business leader, the UniSA Master of International Business (MIB) program:

- Offers you knowledge and skills you can apply from the moment you finish your first class;
- Allows you to specialise in a wide range of subject areas;
- Will challenge your thinking, and
- Allows you to prepare for the reality of working in a dynamic and complex global business environment.

In undertaking a Master of International Business at UniSA you will gain the confidence to compete in a global market place while having the opportunity to study with students from a wide range of cultural backgrounds.

A UniSA MIB is an experience to take you successfully to the next stage of your career on the global stage.

Career opportunities

Students completing UniSA's multi-disciplinary MIB program acquire international business skills, strategic management skills and specialised functional skills. Graduates will have challenging and exciting opportunities to enhance their knowledge and skills in a wide range of settings such as international organisations, government departments, multinational corporations, and domestic and international consultancies. In particular, career opportunities are available in the following types of organisations:

- Trade Commissions
- Department of Foreign Affairs and Trade
- Subsidiaries of multinational corporations around the globe
- Market intelligence consulting companies
- International Trade and Investment Firms
- Organisations involved in country risk analysis
- International financial institutions
- Manufacturing industries involved in import and export





Led by **Dr You-il Lee**, all the academic staff teaching in the MIB program have extensive international business and academic experience.

MIB Course Structure

University of South Australia's Master of International Business is a 12 course program. The program comprises 8 core courses and 4 approved electives. Generally the program is completed in 1.5 years however students may negotiate to complete the program in less time. The core courses are:

Global Business Environment

This course examines the key determinants of the global business environment and offers the students challenging but exciting opportunities to enhance their knowledge and skills in the field of International Business.

International Business Management

This course aims to provide students with an understanding of the complexity in managing within international business and to familiarise students as managers and leaders with the range of strategies available to compete more effectively in the global economy.

Managing Across Cultures

This course examines different dimensions of culture as a framework and how these dimensions can differentiate one culture from another. It develops students' cross-cultural managerial competency.

Issues in International Trade

This course examines why international trade takes place, what type of goods will be traded, and the costs and benefits of international trade, including the analysis of two important and related macroeconomics issues in open economies: the exchange rate and capital flows.

International Business Strategy

This course explores how firms develop strategic capabilities and how coordination and control in international business and the future of multinational firms form the context in which the threats and opportunities for small business and entrepreneurs.

Accounting for Management M

This course provides an overview of the field of accounting as an information providing activity in organizations, including the tools to understand organisational activity and management and design and development of information systems applications.

Advanced Marketing

This course examines fundamental theoretical marketing concepts from basic marketing concepts through to advanced marketing management, including market orientation, market-based performance, market intelligence and strategies.

People Organisations and Leadership

This course examines critical variables that contribute to effective people management and provides the students with how to improve their skills in managing human resources, including organisational behaviour.

Industry Placement Program

The Industry Placement Program is an elective that delivers MIB students valuable business experience with Australian organisations. It also provides an opportunity for students to apply theories and concepts from the MIB program to real-life business situations for reflection and reinforcement of learning.

Students work on defined projects with host organisations. These projects include field-work at the host organisation. MIB students are graded and assessed on the outcome.

An Industry Placement typically runs for eleven weeks to allow sufficient time for a substantive project that will provide practical experience. Depending on the precise details of each project, students may be asked to work up to 5 days per week in the company, although usually it is about 2-3 days per week.



"I have not only graduated with a postgraduate qualification but have also gained a powerful network of resources which I am sure will deem to be most valuable."

Philip Jean Louis
Master of International
Business 2008

MIB Elective Courses

MIB students need to complete 4 electives in addition to the 8 core courses. Students have a wide variety of options for electives. They can choose to do 4 courses in a similar study area, allowing for specialisation, or select from a range of courses that meet their interest. Some of the most popular electives with current MIB students are:

- Doing Business in Asia
- International Human Resource Management
- Marketing Across Borders
- Principles of Finance
- International Student Exchange

Career workshops

MIB students can participate in workshops designed to help prepare impressive employment applications that articulate professional skills and experience. Specially designed for MIB students these workshops also provide useful information relating to major employers who recruit graduates locally and internationally each year.

The careers service provided by UniSA will help students gain an edge in the employment market. In addition to these workshops developed by University's Career Services MIB students can participate in careers fairs and extensive online services to assist students in obtaining work.

Orientation Program

An orientation program has been specially designed to ensure the smooth and successful transition into the MIB program. The orientation program includes skill-building workshops on teamwork, managing diversity, case analysis, online research, report writing and career development. The orientation program will also give students the opportunity to meet fellow participants and interact with our academic staff.



The UniSA MIB approach

The University of South Australia's MIB program has been designed to build both the practical and conceptual knowledge and skills of recently graduated business students to enable them to compete in a global market. Extensive use is made of contemporary case studies to bring frameworks and theories to life throughout the whole MIB program. Students will be required to apply their learning to current global issues in classroom discussions.

Throughout the program students will be exposed to the latest models and practices in international business and their application to today's global challenges. Whether it is in a classroom discussion, a written report or a group project, students will be encouraged to develop their analytical abilities and strategic thinking skills.

Led by MIB Program Director, Dr You-il Lee, all the academic staff who teach in the MIB program have extensive international business and academic experience. This expertise combined with schools focus on quality teaching ensures students have a relevant, exciting rewarding learning experience.

The MIB core teaching team include:

- Dr You-il Lee
- Associate Professor Sajid Anwar
- Associate Professor Steven Li
- Dr Song Yang
- Dr Tatiana Zalan
- Dr Mary Bambacas
- Associate Professor Tony Spawton
- Dr Marilyn Clarke

International Accreditation

The Division of Business is accredited by the European Quality Improvement System (EQUIS). EQUIS is part of the European Foundation for Management Development. Accreditation is awarded to business schools only after a rigorous assessment by a panel of international academics and business people.

EQUIS accredited institutions must demonstrate high quality in all dimensions of their activities, including academic programs and research, resources and student services, and connections with the corporate world. EQUIS also stresses diversity and internationalisation.

The University of South Australia's Division of Business was the second Australian business school to be accredited by the European Quality Improvement System (EQUIS). The International Graduate School of Business, the home of the MIB, is part of the Division of Business.



What our students say

The MIB global focus is more than just the content of the program. With candidates coming from across the globe, MIB students experience constant interaction and exposure to different cultures. It is typically to have students from over 20 different countries in our MIB classroom at any one time.

Chris Romano (graduate 2008)

"The best thing about the MIB program was the real world case studies; it gives you the practical knowledge to be able to apply immediately to the workplace. With the work that I do as a business analyst I work with people from around the world particularly in Asia, so applying the knowledge in particular studying different cultures and International Human Resource Management I was able to apply that immediately to the workplace so I found that was the best part of the program."



Alice Lim (current student)

"My program gave me lots of information about cultural diversity and then the differences between the countries and also some theory about how to analyse a whole country from the politic, economic and the social perspective.... UniSA has lots of the international students come to study every year so I think International Business helps me to understand them more..."



Flexible start times

The International Graduate School of Business has four intakes per year so students can start their MIB journey when it suits them. Each study period runs from 11 weeks and with students studying two courses of study period MIB students typically complete their program in 1.5 years.

Intakes are in January, April, June and September.





Entry Criteria

Entry to the UniSA MIB program is on a competitive basis. The minimum formal entry requirement is an acceptable Bachelor's degree in any discipline.

For international applicants for whom English is a second language, the minimum English language requirements are:

- > International English Language Testing System (IELTS): Minimum score of 6.0 in Reading and Writing sub scores and overall score of 6.5 obtained within the last two years or corresponding results from an equivalent test such as TOEFL, CET (Cambridge English Test) or UEC (University Entry Certificate at CELUSA); OR
- > Successful completion of a tertiary qualification at bachelor level or above completed in Australia within the last two years; OR
- > Successful completion of two or more years of tertiary study at bachelor level or above conducted and completed in English within the last five years in a country in which:
 - > English is an official language; or
 - > English is commonly used, as determined by the University¹.

¹ Where the study in English was more than five years ago, this requirement may be satisfied by subsequent and recent work experience of 2 or more years duration in a setting where English is the language of business subject to satisfactory evidence as determined by the Program Director.

How to Apply

Application forms need to be completed by the applicant listing qualifications, any professional employment or experience and reasons for seeking entry to the MIB program.

The application document for postgraduate programs can be downloaded from the UniSA website at <http://www.unisa.edu.au/applyonline/>

For information specific to international students please visit www.unisa.edu.au/international/default.asp

As proof of the Bachelor's degree, applicants need to submit a degree certificate and full transcript of their academic record, in original or certified form, that includes grades of all courses completed. It is not acceptable to submit a copy of a degree certificate or parchment only. Please note that applications are not complete without all the preceding elements.

Who to Contact

To obtain more information about the UniSA MIB, please contact the UniSA International Office on: Telephone: (+61 3) 9627 4854; Facsimile: (+61 8) 9627 4864

Toll free within Australia: 1800 1818 58 Toll free from Indonesia: 001 803 61 269

Toll free from Singapore: 800 616 1346 Toll free from Hong Kong: 800 964 026

Toll free from Japan: 0053 161 0011 Toll free from Taiwan: 0080 161 1343

Toll free from China (Northern): 10 800 61 00 245 or (Southern): 10 800 261 00 245

Or write to: International Graduate School of Business

University of South Australia, GPO Box 2471 Adelaide, South Australia 5001

Telephone: (+61 8) 8302 0032 Facsimile: (+61 8) 8302 0709

Email: international.office@unisa.edu.au Website: www.unisa.edu.au/igsb

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