



University of  
South Australia

International Graduate School of Business

# MBA News

September 2006



## Special points of interest:

- Details of the 2007 Business in China Study Tour have been announced
- Our MBA has been lifted in the rankings to 4-Star.
- The MBA Double Masters will be available from January 2007
- 63 students graduated in August 2006

## Business in China Study Tour

In April 2007, our MBA students can undertake a 2-week study tour of China, and receive credit for 2 electives towards the MBA.

This exciting new development is available for our MBA students in Adelaide, as well as our online MBA students, and students studying in Singapore, Malaysia and Hong Kong.

The "Business in China" Study Tour is another practical example of our efforts to ensure that our graduates have depth and breadth of understanding around the fusion of East-West management values.

Participants on the tour will visit Shanghai and Beijing. We are working in conjunction with the University of Shanghai for Science and Technology and also the Chinese Academy of Social Sciences. These two institutions are assisting us with arrange-

ments 'on the ground' in both cities, and will provide some of their professors to assist with the busy teaching programme during the tour.

"Business in China" has been designed by Associate Professor Laubie Li, Executive Director, MBA Programs, who has had extensive experience in running similar programs for leading Australian business schools.

A/P Li, together with Prof. Alfred Huang, former Lord Mayor of the City of Adelaide, and Dr. Song Yang, IGSB lecturer in international marketing, may accompany participants on the Tour.

Participants are expected to complete pre-tour readings and assignments, and will also be required to participate in lectures, semi-



nars and workshops

throughout the tour, thus ensuring the academic integrity commensurate with the granting of credit for 2 electives.

There will also be a program of political, cultural and business briefings, supplemented by regular opportunities to meet with many leaders from different industries and levels of government in China.

The tour will run during the first 2 weeks of April 2007, and is in English.

It is yet another example of the efforts we make to provide flexible study options for our MBA students.



## EABIS Project—Youth Unemployment

Since joining EABIS, (the European Academy of Business in Society) earlier this year, we have been active in trying to launch an international research project into youth unemployment.



as well as the northern suburbs of Adelaide.

This initiative will complement similar work being done in Europe by our other EABIS partner Business Schools at Durham, SDA Bocconi, Brunel and the Copenhagen Centre.

At the recent EABIS Colloquium in Milan, Italy, we opened discussions with colleagues from the Universities of Cape Town in South Africa, and Manchester in England, to set up a research project.

The objective of the project is to establish what is being done by SMEs who operate in these two high unemployment areas,



**EABIS**  
European Academy  
of Business in Society

## Industry Placements

*..... Our very popular Industry Placement Program continues to grow .....*

Our very popular Industry Placement Program continues to grow, with three more students on placement in the Study Period commencing in September 2006.

Another has been placed with Arts Access SA,



Our third placement for Study Period 6 is in a marketing role with the SA Government's Department of Further Education, Employment, Science and Technology.

One has been placed with the residential and property developer Devine Homes, on a project around sustainable affordable housing.

working on a project around change management with a particular focus on the HR issues involved. Arts Access SA was previously known as Arts in Action.



[Government of South Australia](#)  
Department of Further Education,  
Employment, Science and Technology

This student is undertaking his MBA with a specialisation in Marketing and hence the placement is of direct relevance to his studies.

## August 2006 Graduation

A total of 63 students graduated from the Adelaide and Online programs in August 2006. This included 19 from our Online program.

group from Hong Kong who came down to Adelaide for the Ceremony.

Five graduated with the Le Cordon Bleu MBA, including students from Argentina, Thailand and England.

We were also very pleased to welcome a

The August group also included for the first time, those students who undertook their MBA with one of the available Specialisations.

Of the overall group 43% of those who graduated were females.



There were four who graduated with an MBA (Finance), two with an MBA (Marketing) and one each with an MBA (Information Systems) and an MBA (HR Management).

Of particular interest was the graduation of 3 international students from Vietnam, all of whom were sponsored through their MBA by Vietnam Post & Telecommunications Corp.

# Our MBA is Ranked 4-Star

September 2006

The Graduate Management Association of Australia has just released the overall rankings of Australian MBA Programs for 2007.

We have been ranked as a 4-Star MBA.

The 2007 rankings covered 55 MBA programs from around Australia, with 8 Universities being given 5-star ratings.

Only 6 other Universities joined us with a 4-Star ranking and they were the AGSM's Executive MBA Program, Bond, Deakin, Wollongong, UTS and QUT.

These rankings are the result of complex surveys of the activities of

MBA programs, and require each Business School to provide data around teaching, learning, administration and career outcomes for students.

Against all other MBAs in Australia our fees, contact hours, and time commitment are rated as "average".

As well as the overall GMAA rankings, MBAs are also awarded separate rankings for particular elements. Our 4 & 5 stars are for:



- Qualifications of teaching staff
- Size of the teaching staff
- Share of market (all students)
- Share of international market



- Corporate links
- Proportion of senior managers
- Graduate salaries
- Chances of getting a job

## MBA Double Masters

With effect from January 2007, we are offering a range of MBA Double Masters Degrees.

It will then be possible to combine an MBA with any one of 8 other Masters Degrees currently offered by the University.

The available options will be to combine an MBA with

- Master of Marketing
- Master of Management (Admin Mgt)
- Master of International Business
- Master of Human Resource Management
- Master of Business (Accountancy)
- Master of Management (Innovation & Entrepreneurship)
- Master of Management
- Master of Management (Tourism & Hospitality)

In most cases, students will be required to complete 11 MBA courses plus 7 courses from the 2nd Masters Degree, making a total of 18 courses.

Full-time students will be able to complete the MBA Double Masters in either 18 months or 2 years. Part-time MBA students may also undertake the MBA Double Masters.

There are special arrangements for students who are already enrolled in the MBA. Such students will be given the opportunity to complete a second program by incorporating the additional 7 courses from the second Degree, as well as any core courses not completed as part of the MBA.

It is anticipated the MBA Double Masters will be very appealing to international students wanting to combine an MBA with the Master of Business (Accountancy).

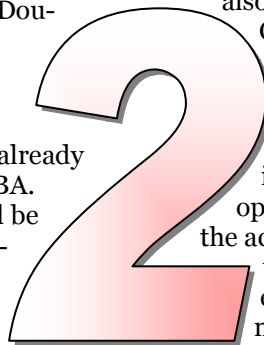
Completion of this combination will fulfill the tertiary education requirements for admission to the Institute of Chartered Accountants in Australia and also for membership of CPA Australia.

The major benefits of an MBA Double Masters are likely to include wider career options, multi-skilling, the acquisition of highly valued skills and knowledge, and the opportunity to combine a specialist and generalist program.

Each of the courses in the MBA Double Masters will cost A\$2,000, (A\$2,650 for international students).

Entry requirements are the same as for the MBA and all applicants must have at least 2 years of relevant work

***.....combine an MBA with any one of 8 other Masters Degrees.....***



# AFR Boss 2006 MBA Survey

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The Australian Financial Review is not conducting the usual survey of Australian MBA's in 2006. Instead they have done a survey of MBA Alumni to gather data about MBA outcomes.

Just under 1,200 MBA Alumni across Australia participated in the survey (73% were male). About 50% of them were between 30 & 39 years of age, when they started the MBA.

The highest satisfaction rating was for the mode of delivery of the MBA, and the least rated was networking.

In terms of outcomes the strongest was the development of strategic thinking skills. 81% of MBA graduates say this was the major outcome. A close second was problem analysis and decision making.

When asked whether they would do an MBA all over again, 93% said yes. When asked what should be the major reason for choosing one MBA School above any other, 52% said "reputation".

By a very large margin, the most important reason for doing an MBA was to expand career options, the least important was to change profession.

## 2006 Expo tour in full swing

Our annual MBA roadshow took place in September 2006 in Perth, Adelaide, Sydney, Melbourne, Brisbane and Canberra. The Expos in each city are our annual major marketing campaign to attract candidates to the Online MBA.

Students are also impressed with the fact that they are given the opportunity to work in groups, a factor which most distance education environments cannot offer.



### WE'RE ON THE WEB AT

[WWW.BUSINESS.UNISA.EDU.AU/IGSB](http://WWW.BUSINESS.UNISA.EDU.AU/IGSB)

We attracted more than 100 qualified candidates in total across the 6 cities, along with enquirers seeking other post-graduate degrees at the University.

Our Online MBA continues to grow in reputation and enrolments, with the main factor being the high level of interactivity that we offer in our internet based discussion rooms.



## Bill Faust Event

More than 120 people attended the very successful Breakfast Workshop featuring the acclaimed UK writer and speaker, Bill Faust.

The session was full of great ideas, on the general theme of more effective CV's. Bill Faust's underlying message was to develop a CV style and content which recognizes the reality that employers spend no more than 30 seconds looking at any CV.



Strategies to break through the clutter of ordinary CV's that confront employers, kept our audience of MBA students and Alumni, entertained for more than 90 minutes.