



University of  
South Australia

International Graduate School of Business

# MBA News

December 2005

## MBA Chancellor's List for 2005

We are pleased to announce the following students have been added to the Chancellor's List for 2005. This is the inaugural List.

This award is now to be an official prize of the University. The awards will be acknowledged at the Graduation Ceremony in March 2006, and the student names will appear on the new Chancellor's List Honour Board to be located in the School Reception area.

Two winners are chosen annually from each of our four MBA Programs around the world, based on the number of Distinction grades achieved in their MBA.

### **Top 2 Students in the Adelaide MBA**

*Ms Elena Yeow*  
*Ms Mahin Mahjabeen*

Both our top students in Adelaide were international students. Elena Yeow is a banker with a first degree from the University of Malaya,

followed by extensive banking experience working for both Citibank and also Standard Chartered Bank in Kuala Lumpur. Mahin Mahjabeen started with us in 2003, and her husband was also enrolled in the MBA and studying with her in Adelaide. Mahin is Executive Director of a stockbroking firm in Dhaka, Bangladesh.

### **Top 2 Students in the Transnational MBA**

*Ms Elly Kwong*  
*Dr Zu Desheng*

Ms Kwong is Vice-President and Head of IT at AIG Credit Card Company in Hong Kong. Her first degree is in Mathematics, Statistics & Computing.

Dr Zu Desheng is R&D Manager for Hewlett Packard in Singapore. His PhD in Engineering is from the National Polytechnic Institute of Grenoble (INPG) in France in 1990. In his role he is responsible for the R&D for all of HP's printing & imaging products.

### **Top 2 Students in the Online MBA**

*Mr Darren Seah*  
*Mr Brian Lund*

Darren Seah, originally from Singapore, worked as an accountant for KPMG, Compaq & Hewlett Packard in Canada. Now he is based in Washington DC as CFO of an early childhood teaching business.

Brian Lund, originally with an Agricultural Science degree from La Trobe, now works for CARE Australia as country co-ordinator in Cambodia.

### **Top 2 Students in the Chinese MBA**

*Mr Lu Yu-cheng*  
*Ms Hsu Fen-Lan*

Both these students did their MBA in Mandarin through our Taiwan program. Mr Lu is a Taipei based management consultant with Doa-Ching Consulting.

Ms Hsu is a Director in the Taipei based global computer motherboard manufacturer, Micro-Star International (MSI)

### Special points of interest:

- 2005 Chancellor's List is announced
- Electives for European Summer School, now available.
- Last chance to apply for the 2005 Pank Prize
- Launch of Saturday morning classes in the Adelaide MBA



# Our Alumni Profile

Our Alumni database yields some interesting facts. The gender mix is 65% male and 35% female. Our Online MBA alumni account for 15%.

Today, 65% of our Alumni are still living in South Australia, but 25% are living overseas. Our MBA must continue to focus on business issues of an interna-

tional nature, especially in Asia where 15% of our Alumni now live. One in every 7 graduates will work in Asia!

25% of our Alumni are now working in the various professions, 17% in manufacturing, there are 17% in sport & recreation, 15% in the public sector, and 12% in education.

One of our prominent alumni, Shivani Gupta (2001) was in the news recently (below) sharing her views on the attributes of good leaders.



# The Online Alternative

A very noticeable trend in 2005 has been the growth in enrolments for our Online MBA.

One of the reasons for this success is the high level of interactivity between the online students.

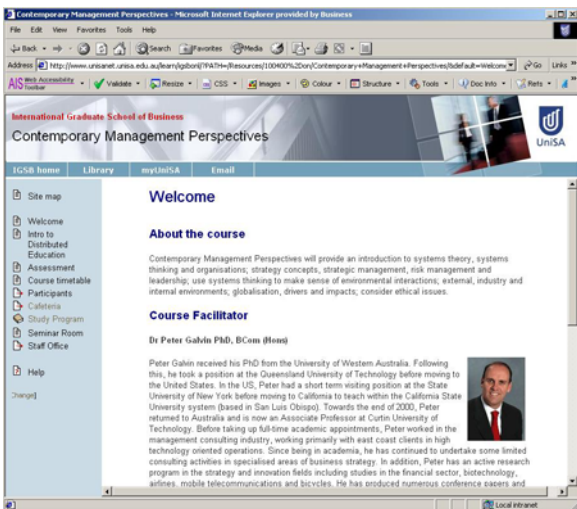
and on-line curriculum, meaning that our students can move freely between the two delivery modes as they progress through their MBA. This feature is especially attractive to those whose work demands may see them away from Adelaide for prolonged periods.

Unlike traditional distance education courses, our students are in classes of about 20 students, and work on tasks and activities at times convenient to each student. The environment is "asynchronous".

We now have well over 150 students doing the Online MBA from every continent of the world. A typical online course web site is shown (left).

Another reason for success is the perfect match between the on-campus

With more than 8 years of operations behind us, the UniSA Online MBA is clearly the most successful online Program in Australia.



# Pank Prize for 2005

Applications for the 2005 Pank Prize close in December. Dr David



Pank was an optometrist who later became managing director and chairman at Laubman and Pank. Dr

Pank was instrumental in establishing Sola Optical, a company that pioneered the develop-

ment and marketing of impact resistant plastic CR39 lenses, now used throughout the world. He was an Honorary Doctor of the University of South Australia.

The \$10,000 prize is open to students (groups of 2 or more) who have participated in undertaking a business plan as part of one of their UniSA courses.

The winning plan will be selected by a panel comprising the Managing Director of ITEK, the Director of the Centre for Development of Entrepreneurs, a representative of Business SA and a representative of the Pank Family Trust. Phone 8302-0032 for details.



## Our MBA Classes on TV

December 2005

During November one of our Doctoral Students, Howard Chen recorded some of our MBA classes for Chinese Television (right).

Howard is also a Correspondent with Macro Satellite TV, Chinese Television System in Taiwan. He is a well known and multiple award winning journalist, winner of the Journalism Award from the Central News Agency Foundation. Howard explained his news story as "A group of Chinese professors were sent to Harvard Business

School in October 2005.

After the 10-day visit, they produced a big report about how to improve MBA education among Universities in Taiwan.

Because of this report, the ways of providing MBA education in Harvard Business School also became a hot topic in both Taiwan and mainland China. I want to use this opportunity of being in Adelaide, to do a story about MBA education in South Australia, since we

are also very proud of our MBA education in this State.

My aim is to provide a balanced view from the British education tradition (against American tradition) and also using this story to promote the business education of UniSA".



## Saturday Classes Get Underway

On Saturday morning 21st January 2006, we will start our first series of MBA classes on the weekend.



"Accounting for Decision Making" will be offered in

Study Period 1, to be followed in each of the remaining 3 Study Periods

by "Contemporary Management Perspectives", "Leading and Managing People", and then "Creative and Accountable Marketing".

This innovation has been introduced in 2006, primarily to help students who find it difficult to attend weekday evening classes. The Saturday classes are from 8.30am

until 2.00pm, and will be held every 2nd weekend, thus still leaving plenty of time for family.

The particular choice of courses for the Saturday classes in 2006, does also mean that a student can undertake a complete Graduate Certificate in Management with the IGSB on Saturdays.

***"The Saturday classes are from 8.30am until 2.00pm..... Still leaving time for family"***

## Our Chinese MBA Program

We have a growing number of Chinese MBA students in Hong Kong. For some, their MBA will now be recognised by China's Ministry of Education Overseas Studies Centre. The Centre is the only official body affiliated to MOE with exclusive authority

to assess and recognise graduate awards acquired from foreign education institutions. Formal recognition of their MBA now means that those students can use the credential as evidence to apply for higher positions in any government departments and

business organisations in China. It can be anticipated that more students from China will join our CMBA programs in HK and Singapore. Our Chinese MBA (in Mandarin) now has about 200 students in Hong Kong, about 130 in Singapore and about 140 in Taiwan.



Ministry of Education of the People's Republic of China

中华人民共和国教育部



# European Summer School Electives

## International Graduate School of Business

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*Helping you become  
a better manager*

The 2006 European Summer School electives have been announced. Students will do the same 'core' course in Week 1, and then choose one of the following elective courses in Week 2.

- Future Trends in Marketing,
- E-Strategies,
- China Business,
- Competitive Strategy & Sustainable Development,
- Failing Forward—Leadership & the Art of Failure,
- Marketing to Developing Countries

Dates for 2006 are from 25th June to 8th July, and applications are

open on the Summer School Website at [www.essam.dk](http://www.essam.dk). Closing date is 15th March 2006.

Venue for 2006 will be at the Conference Centre (right) in the city of Aarhus in Denmark.



All of our UniSA MBA students who apply to attend Summer School will now also be eligible for a \$1,000 travel grant provided by the University to defray part of their travel costs.

## Top International Students

MBA students Ms Elena Yeow, and Mr Novianta Hutagalang (right), were recently awarded IGSB International Scholarships as a



result of their outstanding academic achievements in the MBA. The two students both graduated in December, Elena has since returned to Malaysia, and Novianta will return to Indonesia in early 2006 to pursue his career. In her MBA, Elena distinguished herself with 2 HD's and 10 D's—a truly remarkable effort.

## Management Case Study Journal

A little known aspect of the School's operations is the regular publication of the Management Case Study Journal. The Journal is produced twice yearly online and contains cases that have application in graduate management education in the Asia Pacific context.

First published in June 2001, the Journal has since published about 30 cases focusing on management issues in Australia, Thailand, Hong Kong, Indonesia and in industries as diverse as retailing, mining, consulting, wine, pharmaceuticals, public transport, emergency services, manufacturing, and government. Edited by two of our senior academic staff, Prof David Corkindale and

Associate Prof Laubie Li, the journal is a popular resource for MBA teaching.

The 17 member Editorial Board comprises academics from 7 countries, and every Australian state.

The November 2005 edition just released contains a case dealing with start-up companies in the IT Industry written by a team from Helsinki University of Technology; another case from a New Zealand author dealing with the work culture in an Indian textile company; and a case dealing with the success story of Incat Tasmania, the internationally acclaimed manufacturer of catamarans.

**MCSJ** The Management Case Study Journal

WE'RE ON THE WEB AT  
[WWW.BUSINESS.UNISA.EDU.AU/IGSB](http://WWW.BUSINESS.UNISA.EDU.AU/IGSB)