



University of
South Australia

International Graduate School of Business

MBA News



January 2006

Our 25th Year

In 2006 we celebrate 25 years of our MBA.

The MBA, along with the very popular Graduate Diploma in Management (Arts), started in 1981 in the Elton Mayo School of Management, until the formation of the IGSB as a separate School in 1991, when we also offered the Graduate Diploma in Business Administration.

By 1994 we were offering short-term high level Executive Development courses in topic areas ranging from Global Market Advantage through to Business Process Re-

engineering, and we had initiated the Graduate Certificate in Management, with 50 students in the first intake in that year.

After a period of rapid growth, the School soon expanded into South

East Asia, in Singapore, Hong Kong, Malaysia and then Taiwan to offer the MBA across the region. Our first international MBA's graduated in 1995.

In 1997 we launched the Online MBA, being one of the pioneers in Australia to offer a completely online environment.

In 1997 the School also launched its MBA in Mandarin to the mainland China marketplace,

along with Hong Kong, Singapore and subsequently also in Taiwan.

Throughout 2006, our new 25 year logo will appear on all our print materials.



Special points of interest:

- Governor's Leadership Foundation
- Top student awards for 2005 courses
- Entrepreneurship Summer School
- English Language Workshops
- The MBA is now 25 years old

The Class of 2006

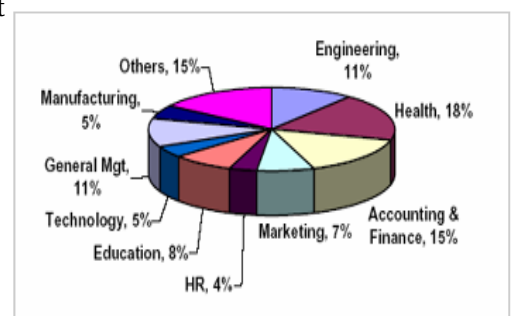
A total of 115 new students have commenced the MBA with us in January, our largest ever intake. 27 have chosen to do the Online MBA, and they come from 7 different countries.

The employment sectors are varied (right), and the intake has an average age of 36. The health sector has been an area of significant growth for us, and we welcome an-

other 20 new students from this sector into the Class of 2006. Typically our new students have 10 years of work experience and have been in their current management roles for an average of 2.7 years.

With more than 400 new stu-

dents since the start of 2005, the School is 'alive' with diversity and enthusiasm—perfect ingredients for a top quality MBA experience.



Workshops for Academic English

In response to demand from students, our 2006 range of Academic English classes get underway in early February.

Once again, these very popular sessions will be conducted by the UniSA Learning Connection team, and will cover topic areas as diverse as “expectations around academic writing”, “thinking in analytical and critical ways” and of

course one of our most popular modules is always the one dealing with “plagiarism”.

This year the focus of our plagiarism module is an educative one, dealing with ways in which information can be used to avoid plagiarism.

A new innovation in 2006 will be to offer a 2-hour “practical session” about 2 weeks after the

initial 3-hour class, where the focus will be on specific assignments set in particular MBA courses. In this way, students will benefit in a practical way.

As always the Academic English classes are offered free of charge to MBA students, and are voluntary. The 2006 program Brochure is available from the School Office.

Governor’s Leadership Foundation

“.....agreed to work with the South Australian Governor’s Leadership Foundation to offer a pathway into the MBA for Fellows of the Foundation”

Our School has agreed to work with the South Australian Governor’s Leadership Foundation to offer a pathway into the MBA for Fellows of the Foundation.

The Foundation is unique in South Australia, because it has an experiential focus rather than a training focus, and is designed to broaden, enhance and accelerate leadership capability for key people in SA organizations.

Each year about 30 prominent South Australians are invited to

participate in the Program, which entails about 9 months of courses, forums, events, seminars etc. Participants are chosen after a rigorous application process which attracts large numbers of candidates.

The ongoing support of the Governor of South Australia has been integral to the GLF since its inception—starting with Sir Eric Neal when he was State Governor. Today, Her Excellency Marjorie Jackson AC CVO MBE (right) is the GLF Patron, and an ac-

tive and enthusiastic supporter. Fellows of the Program will now be able to articulate into our MBA by doing some special supplementary assessment activities, the successful completion of which will allow them to start our MBA with advanced standing for up to 2 electives.



New Marketing Brochure

A 16-page mini brochure entitled “Is an MBA Right For You” has been



added to our range of marketing tools ready for the start of our 2006 campaigns.

The objective of the mini brochure is to explain about MBA’s and to provide factual information

about the likely benefits, the type of people most suited to MBA’s, and the challenges of doing an MBA whilst balancing work, family, and recreation with an intense program of study.

The idea of the brochure comes from those on our marketing team who deal with candidates on a regular basis, and who have noted the same questions being raised time and again. Clearly,

questions about the cost benefit of an MBA are never far away from the minds of discerning enquirers !

We will also be distributing the new mini-brochure to our MBA Alumni and to our current students, so they can pass copies to their friends, colleagues, business associates etc, who they believe may be suitable candidates for our MBA Program.

Top Students by Courses for 2005

January 2006

Another 48 names have been added to the Honour Boards in the IGSB. For each of our 12 core courses around the world, each year, we add the names of the top student for each course for each of our 4 Programs. Students each receive a special certificate as well as the perpetual engraving on the Course Honour Boards.

Leadership Dynamics

David Wilson (ADL)
Sean Gardner (ONL)
Steven Wang (CMBA)
Ip Kwok Kit (HKG)

International Business

Woody Cheung (HKG)
Adrian Saunders (ADL)
R J (Bob) Clark (ONL)
Chen Cheng (CMBA)

Competitive Strategy

Andre Kuepfer (ADL)
Diana Ngok (CMBA)
Sarah Carracher (ONL)
Yuen Chun Wai (HKG)

Managerial Finance

Kato Yoshiaki (ONL)
Fong Vins Chin Wah (HKG)
Le Thi Thanh Tra (ADL)
Lu Xin (HKG)

Managerial Economics

Craig Headon (ADL)
Diana Ngok (CMBA)
Florine Lim (MLY)
Darren Seah (ONL)

Accounting

Cynthia Manners (ADL)
Hsieh Chin-Ling (CMBA)
Alan Suyko (ONL)
Victor Lee (HKG)

Leading Managing People

Yueh Yu-Ping (CMBA)
Ruth Roberts (ADL)
Cynthia Manners (ONL)
John Waters (SIN)

Marketing

Ho Wan-Jung (CMBA)
Peter Chang (ADL)
Melanie Pfeiler (ONL)
Ng Ka Kui Barric (HKG)

Entrepreneurship

Bart O'Brien (ADL)
Jose Rueda (ONL)
Xie Gao Xian (CMBA)
Tan Lay See (SIN)

Management Research & Consulting

He Ji Tao (CMBA)
Joseph Amon (ADL)
Nathan Sutton (ONL)
Herdial Singh (SIN)

Contemporary Mgt Perspectives

Catherine Wright (ONL)
Liew Fook Nyong (SIN)
Antony Kimber (ADL)
Huang Kuo-Lung (CMBA)

Sustainable Corporate Strategy

Yue Law Yee (HKG)
Ho Chao-Jung (CMBA)
Sean Kelly (ONL)
Liz Main (ADL)



Entrepreneurship Competition

The John Heine Entrepreneurial Challenge is a preliminary competition for the international MOOT CORP® International Challenge which is held annually at the University of Texas in Austin, USA, and attracts entries from 30 of the world's best business schools.

The winning Australian team receives automatic right of entry, and over the past decade Australian teams have excelled in the international competition,

winning through to the final round in Texas, seven times, and winning overall, three times.

Professor Noel Lindsay, who teaches Entrepreneurship in our MBA, has twice coached winning teams in the international finals and is now seeking interest from our students to put a UniSA team together to compete in 2006.

The competition is founded on the academic integrity of the Entrepreneurship courses in the participating Schools, by

- Improving entrepreneurial education
- Allowing benchmarking against best practice.
- Allowing participants to win a package of prizes as seed funding for their start up venture.



Entrepreneurship Summer School

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The consortium through which we operate the annual European Summer School of Advanced Management has a new initiative targeting Entrepreneurship Development.

In June 2006 a special Summer School will be held at Aarhus in Denmark. Called the International Entrepreneurship Development Program, the course will run from 11th to 23rd June 2006.

As with our regular Summer School, the ED Program is fully residential and has the objective of developing an appreciation for and skills in



addressing the unique challenges faced by entrepreneurial companies. The first part of the 12 day Program involves a combination of lectures, discussions and cases or exercises to develop the requisite knowledge and skills for international entrepreneurship.

The second part of the Program involves a team-based consulting project where each team is assigned to an entrepreneurial company in Denmark, to address a particular international business issue.

The fee for MBA students is EUR 3,200 and this includes single room accommodation for one person, meals, course material, visits to companies and most social activities. Applications close 1 March 2006 and can only be lodged online from www.ied.dk.

Bill Faust Visit

WE'RE ON THE WEB AT
WWW.BUSINESS.UNISA.EDU.AU/IGSB

In late July 2006 we will have the opportunity to welcome to the School one of the authors of the recently published bestseller "Pitch Yourself".

Bill Faust from the UK is being brought to Australia by a group of Australian Business Schools (led by ourselves and QUT in Brisbane). His last visit to Australia in 2004 was so successful that he will be back to talk to MBA students from Business Schools in every State in 2006. He has also agreed to run a Session for our

MBA students in Singapore, on the way to Australia. His topic area is all about making CV's more effective. Traditionally the CV has been viewed as a record of career achievements and progress. Bill Faust believes this traditional view is misplaced.

A more effective CV, explains who you are and how you work. A premise of the book is that if recruiters are looking for competencies, do not make them look too hard. We will be announcing details of his talk during February 2006.

2006 Careers Conference

Our 2006 Careers Conference for MBA students and Alumni is from 18th to 19th August 2006 at the IGSB.

The conference will consist of workshops and skills-building seminars in areas as diverse as career coaching, networking, MBA career trends, career strategies for Asians, emotional intelligence and career development.

The purpose of the conference is to help current students and Alumni to pursue a job search successfully and how to set and manage career objectives now and in the future.

The conference is proof of how seriously we take the subject of careers for our MBA students. Students and alumni also use this opportunity to discuss career plans, exchange resumes, and network.

A 1-hour Feature Forum will take place during the 2006 Conference, and the distinguished panel will discuss some of the most timely and important issues facing our workforce and respond to questions and ideas from our MBA students and alumni. The panelists will each introduce a critical problem, issue or challenge that they believe will be impacting the jobs and careers of MBA students in the near future.

A logo for Career Services for MBA Students. It consists of a dark green square with a white border. Inside the square, the words "CAREER SERVICES FOR MBA STUDENTS" are written in white, uppercase, sans-serif font, arranged in four lines.

CAREER
SERVICES
FOR MBA
STUDENTS