



University of
South Australia

International Graduate School of Business

MBA News

March 2006

Membership of EABIS

The School has been invited to become a member of the European Academy of Business in Society. We are the only Business School in Australia to have been invited.

The Brussels-based Academy was established by 15 founding partners in 2002 after their CEOs and Deans agreed the urgent need for more and better knowledge and skills on business in society issues.

Those organizations, who remain active members today include international heavyweights such as Microsoft, Shell, John-

son & Johnson, and Unilever, along with world renowned Business Schools such as INSEAD, London Business School and Cranfield.

In extending an invitation to us, EABIS noted "we are impressed with the leadership role that the University of South Australia is playing in developing managers and by its desire to shape

issues and skills related to business in society in Asia. UniSA would make a quality partner."

One of the many benefits for our School will be access to resources and networks which will enable us to bring forward issues related to Corporate Social Responsibility and Business in Society, more strongly into our research, teaching and case studies.



EABIS
European Academy
of Business in Society

Special points of interest:

- We are the first Business School in Australia invited to join EABIS.
- A new Exchange Agreement with Euromed in France
- Details of the first Alumni Function for 2006
- Bill Faust coming to talk as part of our Career Services initiatives for 2006

CEO "View From the Top" Series

The first of our CEO's coming to talk to MBA students this year will be Gary Storkey, CEO of Homestart Finance.

Gary will be visiting the School on Tuesday 11 July from 6pm until 7.30pm to spend time



chatting with our MBA students about the challenges of being a CEO in 2006.

Hosted by our Head of School, Professor Helen Thorne, the visit is part of our career service program for 2006, and has the objective of helping MBA students to get a clearer insight into their own career plans and open up as many career options as possible.

As CEO of an organization which lends about \$400m per year to South Australians, Gary is one of our MBA Alumni (2002).

Gary is SA President of the Institute of Public Administration IPAA, a Fellow of the Australian Institute of Marketing AIM, serves on the National Board of the Credit Ombudsman and is a member of the of the State Housing Executive Committee.

Exchange Agreement in France

During February, we finalized a new MBA Exchange Agreement with Euromed in the French city of Marseille.

We have known the team at Euromed for many years as a partner with us in the conduct and organization of European Summer School. This new Agreement means we will welcome two students from Euromed to our MBA in

2007, and opportunities now exist for any of our students in the Adelaide or Online MBA to participate in any one of Euromed's MBA activities.

Those opportunities include Euromed's World MBA Tour, where our students are now welcome to join in for segments of the tour in countries around the Mediterranean.



Our students can also do courses in their part-time MBA, where they specialize in either financial planning or brand management.

Euromed Business School is east of Marseille, on the cliffs near the village of Cassis.

“Hypothetical” Debate

Not so many years ago, the Geoffrey Robertson hypothetical debates were “not to be missed” TV entertainment.



In an effort to further boost Alumni development, and create greater links with the Adelaide business community, an encore performance is about to happen.

On March 27th a hypothetical debate entitled “Across the wine-dark sea” will be held at the Adelaide Convention Centre and is expected

to attract hundreds to watch and be entertained.

The script has been written by our School, and follows the saga of a family owned South Australian winery deciding to export wine into several Asian countries.

As their new venture unfolds, the story is complicated by untold cultural difficulties when their partner in Thailand is convicted of fraud, and the business reputation crumbles in the new market-place. “Bailing out” of Thailand the

business tries to start again in Taiwan with a focus on the huge markets in China, but targeting young females in that market with a special wine style brings even more complications and frustrations.

The hypothetical will be conducted by Mr Chris Rees, SA Manager of Austrade, and includes a panel of bankers, a QC, journalist, wine marketers, and even a ‘radical’ or two to ensure plenty of humour and controversy. For details contact the MBA School Office on 8302-0041.

MBA Chancellor’s List Honour Board

On 29 March 2006, the Chancellor Mr David Klingberg AM will officially unveil our new MBA Chancellor’s List Honour Board (below).

The Honour Board will be located in the Reception Area on Level 5 of the Way Lee Building, and will be a permanent record of the achievements of our very best MBA graduates from each calendar year.

the top two graduating students from each of these 4 Programs is added to the MBA Chancellor’s List, and will also be formally recognized at the official University Graduation Ceremony.

Attending the unveiling on 29 March will also be several of the 2005 winners, along with our Alumni Presidents from Singapore, Malaysia, UK, Taiwan and Hong Kong.

Our four MBA Programs are the Adelaide, Online, Transnational and Chinese MBA. Every year,

International Graduate School of Business MBA CHANCELLOR'S LIST			
Adelaide MBA	Online MBA	Chinese MBA	Transnational MBA
2005 Yves Sidé Topy Marin Mavrouleas	2005 Sath-Chang Wan Rene Lueder	2005 Hui-Fen Lee Lu Ping Chen	2005 Marin Tsiang Marin Lueder
2004 Chi-Feng Wang Chia-Hung Chen	2004 Sath-Chang Wan Rene Lueder	2004 Hui-Fen Lee Lu Ping Chen	2004 Marin Tsiang Marin Lueder
2003 Yves Sidé Topy Marin Mavrouleas	2003 Sath-Chang Wan Rene Lueder	2003 Hui-Fen Lee Lu Ping Chen	2003 Marin Tsiang Marin Lueder
2002 Chi-Feng Wang Chia-Hung Chen	2002 Sath-Chang Wan Rene Lueder	2002 Hui-Fen Lee Lu Ping Chen	2002 Marin Tsiang Marin Lueder
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Skills Development Program

March 2006

The Study Skills most sought after by MBA students are:

- Effective Reading
- Note Taking
- Post-Graduate Writing
- Critical Thinking
- Presentation Skills
- Group Work Skills
- Maths & Statistics
- Research Skills

In 2006 we have launched a series of special courses to help students enhance these study skills.

In conjunction with the University's Learning Connection team, we are doing something very unusual in MBA Programs, by enhancing these skills, "side-by-side" with the Adelaide MBA courses.

Lecturers in 5 of our MBA courses in 2006 have identified specific pieces of as-

essment in their course, and we are then conducting sessions of 2 hours duration (spread over 2 weeks), to impart all of the above study skills in the context of those assessment pieces.

By linking to specific pieces of assessment in our various MBA courses, our students will see immediately how to apply the new skills for advantage. This approach also ensures that the skills are being developed using practical examples, and are clearly focused at post-graduate level.

Conducting the sessions from 5pm to 6pm, was a deliberate decision to enable our part-time and full-time students to be able to attend.

Attendance at the Skills Development Courses is voluntary and free of charge.



The courses being used in 2006 are:

- **Leadership Dynamics (April)**
- **Accounting (May & October)**
- **Leading & Managing People (July)**
- **Marketing (October)**

.....our international students face many challenges when embarking on their MBA journey.....

Mentor Scheme

Our international students face many challenges when embarking on their MBA journey. Not only do they deal with the usual issues associated with adapting to post-graduate study, but are also adapting to life in a new environment.

For most, they need to locate suitable housing, negotiate our public transport systems, arrange banking and personal finance, and try and build a network of friendships and acquaintances, all of these things whilst undertaking 2 MBA courses. For nearly two years now, we have been running our highly

successful Academic Mentoring Scheme, whereby one of our senior academics takes personal responsibility for helping 3 new international students to settle into their new environment in our city and our Business School.

Each term when the new international students arrive in Australia, we allocate a maximum of 3 students to each mentor, so that we can provide personal support. Many of our academics who have mentored international students have invited them to their homes, and to join in with their own family activities, trips and other outings.

The mentors meet with their students about every 2 weeks in the early stages of their MBA, and provide a wide range of advice. Our photo below shows Professor Alfred Huang with 3 of our new students who commenced their MBA in January 2006 .



Alumni Function

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All of our MBA Alumni, as well as current students, are invited along to the first MBA Alumni Club function for 2006. Entitled "Beyond the MBA", the function is set for 6th April at the Radisson Hotel in North Terrace, Adelaide

As part of the evening activities, the Alumni Club have invited two guest speakers to provide perspectives on the value of a UniSA MBA in the marketplace.

Phil Hudson, General Manager SA/NT for Hudson, will present a recruiters perspective on the value of an MBA.



Also during the evening, Elaine Bensted, one of our own MBA Alumni and now Deputy CEO of DFEEST (Department of Further Education, Science & Technology), will talk from a graduates perspective, giving valuable insights into how an MBA has impacted her day-to-day work as a very senior Manager.

Plenty of time has been put aside for catching up with classmates from years ago, as well as quality networking opportunities for everyone.

Costing only \$35 per head, including drinks and nibbles, reservations for the Alumni Function can be made by contacting the MBA School Office on 8302-0041.

Bill Faust Special Event

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

We are delighted to have secured a visit to Adelaide in early August this year by Bill Faust from the UK. Bill is the author of the best-seller, "Pitch Yourself", a dramatically different way to go about preparing a CV, and then targeting new career opportunities.

Bill toured Australia in 2004, and was a huge success at his various speaking engagements, all of which were arranged by Business Schools in Brisbane, Sydney and Melbourne. When he returns in early August he will talk

at 8 Business Schools in Australia and 3 in NZ.

We are putting together a breakfast seminar for his Adelaide visit, and will first invite all our MBA Alumni and current students. If there are still places available we will then advertise publicly. The event is part of our MBA Career Services



New International Students

In January 2006, four new international students started the MBA with us, coming from England, Singapore Vietnam and India. Another 6 have already signed up to start in April 2006. Our international students represent about 15% of our Adelaide MBA numbers and they usually seek to complete their MBA in 2 years.

Right now, we have international students with us from 23 different countries, including Argentina, Bangladesh, China, Cyprus, Germany, India, Kenya, Peru, Vietnam, Qatar, Saudi Arabia, USA, Norway, Singapore, UK, Malaysia & Taiwan.

Their contribution to the School is immense, bringing unparalleled opportunities for breadth of discussion in our MBA classes. They bring cultural diversity to our thinking about business issues in the MBA, and provide real substance to our focus on understanding values and management in an Eastern and Western contrast.

Consistently, our international students achieve academic excellence, this year Elena Yeow (Malaysia) and Mahin Mahjabeen (Bangladesh) topped the Local MBA results and were added to the Chancellors List.

