



University of  
South Australia

International Graduate School of Business

# MBA News



April 2006

## Major New Prize Donors

Our MBA Program is delighted to welcome two major new corporate prize donors.

The South Australian Tourism Commission has agreed to sponsor the annual prizes for the top 4 students in the MBA Course Creative and Accountable Marketing. The SA Tourism Prize for Creative and Accountable Marketing has been made



available as a direct result of the enthusiastic support of CEO Bill Spurr (one of our own MBA Alumni).

At the recent Graduation Ceremonies, Bill was an honoured guest of the School, and presented the inaugural Prizes to the 2005 winners.

We are also very pleased to welcome the team from Cathay Pacific, one of the world's top international airlines, who have

agreed to be the sponsors for the MBA Course International Business.

Also joining us at the Graduation Events in March was Cathay's Senior Account Manager in SA/NT, Ms Roz Meertens (MBA Alumni) who presented inaugural prizes to 3 of the Cathay Pacific Prize Winners.



### Special points of interest:

- The State Tourism Commission of SA, and Cathay Pacific, become major new MBA sponsors
- April 2006 MBA Intake reaches 55
- New core course in the MBA
- Details of the 2006 Business Breakfast
- Alumni Club in full swing

## Alumni Event—huge success

More than 80 people attended the MBA Alumni Club's Reunion function in early April.

The event brought together MBA Alumni over a time span of 25 years. Tim Waterhouse (CEO of Sentek), was one of our

first graduates in 1981, and he attended the function, sharing views with Mr Murali Ramakrishnan who graduated just 5 days earlier!

In an evening full of highlights, Phil Morton (General Manager of Hudson in SA/NT), spoke about the future of MBA's and the view that major SA employers have today about the qualities they

seek from MBA graduates.

Elaine Benstead (Deputy CEO of the Dept of Further Education, Science & Technology—one of South Australia's top public servants, (and one of our own MBA Alumni), delighted the audience with an insight into the degree to which she still uses her MBA learning outcomes in every day of her working life.



Alumni Members Helen Thompson and Brett Minchington



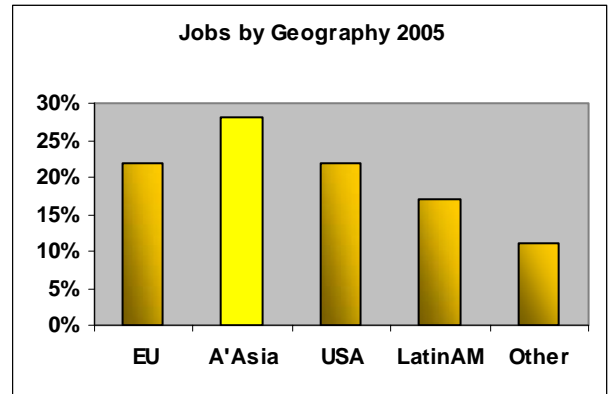
## Asia-Pacific is top for MBA's

The number of jobs available for MBA's in Asia has jumped by 40% in 2005/06, more than double any other region in the world.

talent. The average MBA salary growth rate is higher than 15% pa in China right now.

Most in demand are MBA's bringing business acumen, creative thinking and new knowledge.

More and more MBA's are joining Chinese companies from international MBA programmes and Asian MBA business Schools. Companies like Motorola, Microsoft, Saatchi & Saatchi and even Yahoo in Asia, are clamouring for MBA



## MBA Study Skills Courses

The 2006 series of MBA Study Skills courses is now in full swing. At least twice in every Study Period, these free courses are being held from 5pm to 6pm.

The courses pick up issues such as effective reading and writing, presentation skills, creative thinking, note taking, and group work skills.

Timed to allow our part-time students to attend, the regular courses use actual pieces of assessment being done in that

Study Period as examples of the application of the relevant skills. Students have found this 'real' focus to be especially valuable, picking up a range of tips and tricks to both achieve better grades, but more importantly, to extract deeper learning outcomes from assignments and projects.

One of the April 2006 sessions is using the group project in the course Accounting for Decision Making as a focus of discussions about Study Skills.

Participants are learning how to read, comprehend, summarise and recall the key details from complex annual financial reports. At the same time, they hone their group work skills improving their ability to work in small teams to achieve the complex 3,000 word Accounting course deliverable.

The timetable of 2006 courses is available from the School Office, School Noticeboards, the IGSB website, and on our weekly notice board outside the School Office.

**.....The IGSB Business Breakfast with Bill Faust is expected to attract about 200 participants.....**

## Our 2006 Business Breakfast

Tuesday 1st August 2006 is the date for our Business Breakfast with the acclaimed British author Bill Faust.

The IGSB Business Breakfast is being held at the Radisson Hotel in Adelaide, and is expected to attract about 200 participants. Current students, Alumni and a wide cross-section

of the Adelaide business community will come along to hear Bill Faust share his influential ideas on C-V preparation and the broader issue for job seekers of just how to "Pitch Yourself".



His 2004 Australian tour was a huge success, and in 2006 he will be visiting 8 universities in Australia and 4 in New Zea-

land. During his 2-day stay in Adelaide, the School will host him through a round of radio and television interviews, as well as conduct a private briefing for the city's key players in the job recruitment industry.

The Business Breakfast is being co-hosted with our Career partners, the global Hudson group, and supported by the MBA Alumni team.

# March 2006 Graduation

April 2006

At the end of March 2006, 43 of our Local Adelaide MBA students graduated, and 12 of our Online students also completed their studies and graduated with an MBA.

A range of celebratory activities took place during the last week in March, including the formal ceremony at the Festival Centre; our own IGSB Course Award Presentations at the Atrium; unveiling of the new Chancellor's List Honour Board by the University Chancellor; and a graduation dinner for graduates from our Chinese MBA Program.

In addition to our MBA graduates, there were another 12 who completed the Graduate Diploma in Management, and 7 who finished the Graduate

Certificate in Management. Our University Chancellor Mr David Klingberg AM, unveiled our new MBA Chancellor's List Honour Board during Graduation week, and we were able to acknowledge and welcome two of the inaugural winners, Ms Elena Yeow from Malaysia, and Ms Mahin Mahjabeen from Bangladesh.

The Chancellor (pictured below with Head of School, Helen Thorne), spoke posi-



tively about the future of MBA's in the future, and paid special tribute to the support of families of all who are studying an MBA.

After Graduation Ceremony we then presented our 2005 Course Awards to the top students in various MBA courses, and our photo (below right) shows Helen Thorne with Mr Nathan Sutton, one of our Online MBA students who won top prize for the elective course Management Research & Consulting.



*.....The Chancellor paid special tribute to the support of families of all who are studying an MBA.....*

# MBA Common Room

The MBA Common Room has been refurbished and a range of new facilities and resources made available for our students.

About 30 new computers with flat screens have been installed in the various work rooms, and along



with a new printer and enhanced kitchen facilities, the work environment for our Adelaide MBA students is top class.

Swipe card access means that all our students can access the Common Room whenever the University is open, and the meeting facilities also allow group work to be done after hours.

Lockers are provided, especially for our full-time students. The refurbishment is a key part of our efforts to provide

facilities which are conducive to study, to networking, and to the most effective group work environment.

The Common Room is located within a few steps of the main entrance to the City West Campus Library, another very important feature.

Soon to be added to the Common Room will be the MBA Careers Corner, where a range of resource materials will be provided to help with employment options, career transitioning and career planning.

## Internships

An opportunity to apply classroom lessons in the workplace, to try out a new industry or area of expertise, internships have become a key part of the business school experience all over the world.

Right now, some of the world's biggest MBA recruiters are looking for MBA students willing to do internships for 2 to 3 months. Deutsche bank are looking for 70 MBA students; Hewlett Packard looking for more than 500; Credit Suisse 120. Some of these positions are available in Australia. Key competencies are analytical skills and the energy needed to lead small projects.



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## New MBA Course

Contemporary Management Perspectives has been one of the early courses in the MBA Program for most students, for at least the last three years. With effect from 1st July 2006, it is to be replaced with a new course called Contemporary Management Skills.

At the same time, there has been a slight review of two other courses, Competitive Strategy and Sustainable Corporate Strategy.

The review of these two courses, sought to strengthen their focus, and

to include some recent developments and contemporary thinking in the strategy area.

The new course focuses on skills, and is ideal as one of the very early courses in our MBA. The course will build skills to enable MBA's to think conceptually. To be able to think in terms of principles, of logical relationships, of implications, of models, of frameworks, and so on. The course is highly relevant, not only to our MBA students, but as they take their place as managers, these thinking and working skills are invaluable.

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

## April Intake closes

For the 6th consecutive Study Period, we have closed our quarterly Intake above anticipated numbers. A total of 55 new students are starting the MBA in April 2006.

Six of the new starters are international students, and they are joining us from Sri Lanka, India, Taiwan, Vietnam and Argentina. They have an average age of 31 years, and come from engineering, science and economics backgrounds.

The average age of the new Intake overall is 37 years (unchanged from January), and on average the new students have been in their current role for 3.5 years (slightly up on our January intake). 36% are female.

Studying in our very popular Online mode is the preferred choice for 18 of the new students, and they are located in India, Australia, Egypt, Canada, Venezuela, Hong Kong and Libya. The new Online students are scientists, an aerospace engineer, optometrists, accountants and IT specialists.

An interesting development with our new Adelaide Intake is that no new students come from a strictly manufacturing industry background.

Our new students come from sectors as diverse as government, education, public utilities, health, recreation, banking, insurance, construction, retail, public transport, agriculture, local government and aged care.

