



University of  
South Australia

International Graduate School of Business

# MBA News



February 2007

## MBA Advisory Board Members

Membership of our MBA Advisory Board has now been finalized, and the first meeting will take place in February 2007.

Chairman is Mr Rob Chapman, Managing Director of BankSA. Previously he was the Adelaide-based Regional General Manager for the Commonwealth Bank of Australia's (CBA) operations in SA, NT and WA.



He is also President of Business SA and the SA Chapter of the Committee for Economic Development of Australia.

Mr James Sarah is Founder and Joint Managing Director of the Sarah Group, a diversified construction contracting business.



He was appointed to the RAA Board in May 2005 & also serves on the National Board of the Property Council of Australia Ltd and President of its South Australian Division. He is Past President of the Australian Institute of Building (SA), and a Member of the Young Presidents' Organisation (SA).

We also welcome to the Board, Mr Kim Boehm, Managing Director of Clemenger BBDO Adelaide and a board member of BBDO Australasia. His former roles have included several years as Managing Director of the well known Melbourne advertising agencies Clemenger Harvie Edge and Young & Rubicam.



He is also a Board member of CARE Australia and the Adelaide Festival Centre Foundation.

### Special points of interest:

- Membership of the MBA Advisory Board for 2007
- The MBA Chancellor's List winners for 2006 are announced
- We profile another of our original MBA graduates from 1981
- Our Class of 2007 gets underway with nearly 100 new students

## Another Record January Intake

Just on 100 new students have started the MBA with us in January 2007.

During 2006 we recruited over 300 new students, and the New Year is now off to a great start with this new Class of 2007.

Our photo (right) shows some of the new students at the MBA Commencement Seminar held on 13 January 2007.



The average age of our Adelaide students is now 37, with an average of 12 years overall work experience, including an average 5 years in management roles.

The latest intake has a strong representation from the services sector, with health professionals and education administrators, strongly represented.

## Profile—Bill Monks MBA (1981)

We continue our series highlighting the 6 people who were our first MBA graduates in 1981.



One of that original group was Bill Monks (left)

Since that time, Bill has demonstrated that an MBA can provide the basis for a very wide range of career options.

In his case the MBA has taken Bill into executive roles in the building products and aerospace industries, into roles where he has worked as a HR specialist, and also to extensive community and NFP positions.

For many years Bill has been involved with the University's range of ICT programs, including time as Chair of the Board of Studies for the Masters Degree in Business Information Systems.

Bill currently has a national role within the Uniting Church, as Director of the Uniting Missions Network, comprising some 30 major community services agencies with significant presence in all States. He also sits on several Boards.

And his advice to new MBA graduates? "Use your great skills to serve not only your own career interests, but to build our community."

## Career Workshops

*..... cleared the way for our MBA to again be offered in mainland China .....*

Throughout 2007, we will again offer our popular Career Workshops, in Adelaide, Singapore, Taiwan, Hong Kong and Malaysia.

Developed in conjunction with the University Career Services team, these workshops have already reached over 200 MBA students.

There are 5 workshops in the annual series, covering topics which

include more effective interviewing techniques, resume preparation, career transitioning strategies, and negotiation skills around the salary packages offered with new positions.

Offered free of charge to our MBA students, the workshops are another example of the value-adds which are now an integral part of our program in all locations.



## Our MBA in China

We are delighted to announce that our MBA will again be offered in mainland China.

Our efforts to establish the MBA in at least two cities has paid off, and in both Chengdu and Nanchang, we have been



given approval to start by working in conjunction with local Universities.

Southwest Jiaotong University (SWJU) in Chengdu (whose MBA is ranked #22 in China), will be our partner to offer the MBA for the next five years. Most of the new students will come from the various undergraduate programs of SWJU, and we anticipate that the 2007 Intake will get underway in the first half of 2007.

Chengdu is the capital city of the Province of

Sichuan, with a population of 10 million.

In Nanchang City (population 3 million), we will be offering our MBA in conjunction with Jiangxi University of Finance & Economics (JUFE). The city of Nanchang is the capital city of Jiangxi Province

The MBA we will offer with JUFE is likely to have a strong focus on strategy, and our first intake is expected to start in mid-2007.

# Growth of our Online MBA

February 2007

This is the 10th year of our Online MBA, and we celebrate with a record 150 students now enrolled from all over the world.

Our January 2007 Intake of 35 new Online MBA students includes managers from businesses as diverse as the Queensland Symphony Orchestra, BHP Billiton, Cisco Systems, Coca-Cola Amatil and Nestlé.

We welcome new students from the resources sector as far away from Adelaide as the Cooper Basin, to the goldfields of Papua New Guinea, and the oil fields of Kuwait.

The chance to study for an Australian MBA, whilst working as a manager in some of the world's most remote locations, or some of the world's busiest cities, is a priceless opportunity for our online students.

Today, we have students studying whilst working in Fiji, South Africa, Chile, New Zealand, Singapore, England, Slovakia, America and Siberia, working in occupations as diverse as diplomats, bankers, pilots, casino operators, engineers and lawyers.



Our Online MBA environment is internet based, web accessed and uses discussion boards. The environment is asynchronous, meaning that students are not required to go online at pre-designated times.

All our academic staff in the School are expected to teach an online course every year, ensuring that the quality of teaching for online students is identical to that offered in our classrooms around the world.

Typical class sizes are about 20 students to ensure plenty of interaction. There is no residential component at any stage.

During 2007 we will be introducing a range of podcasting resources for our Online MBA students, to ensure we continue to provide resources for our students when they most need them.

*..... Chancellor's List winners achieved a total of 58 Distinctions or HDs between them .....*

## Chancellor's List Winners for 2006

In the next edition we will profile in detail, the 2006 MBA Chancellor's List winners from our MBA Programs around the world.

Each year, the top 2 students in each of our 4 MBA Programs are added to the List. This is the highest academic honour an MBA student can achieve.

Our 7 Chancellors List recipients for 2006 achieved a total of 58 Distinctions or HD's between them, as well as 5 individual academic course awards during their studies. The 2006 winners are:

### Chinese MBA

**Ms Ning Mei Chuen Lily** (HKG 16). Ms Ning is the first CMBA student from Hong Kong to have ever been added to the List.

**Mr Chen Kuo-Hsin, Michael** (Taipei 17) is now CEO of Fluke International responsible for Taiwan.

### Online MBA

**Ms Catherine Wright** who now lives in Penang Malaysia, also won a course award for Contemporary Management Skills.

### Transnational MBA

**Ms Liew Fook Nyong, Clara** (below), who studied with Singapore Intake 26, is now the Customer Services Manager (responsible for the Asia Pacific Region) for the NASDAQ listed Quixote Corporation.



**Mr Yiang Kok Hon, Sebastian** who also studied with Singapore Intake 26 is now the Services Manager for Philips Electronics in Singapore.

### Adelaide MBA

**Ms Liz Main & Mr Andre Kuepfer.**



During her MBA Liz (left) accumulated 10 Distinctions, and won the course prize for Sustainable Corporate Strategy

Again in 2007, we are delighted that one of our international students, Andre Kuepfer (right) from Switzerland, was added to the Chancellors List.



## Two new MBA Electives in 2007

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Two new electives are being offered in 2007 for our MBA students in Adelaide.

Business Process Improvement (BPI) will be offered as an Intensive Course in late June. BPI is an umbrella term covering such concepts as operational excellence, lean production and service, quality and process management, and "doing more with less".

The course is being delivered by Dr Paul Walsh from the AGSM in Syd-

ney, and examines the similarities and differences in BPI approaches across the five popular process movements of Total Quality Management, Process Re-engineering, Benchmarking, Lean and Six-Sigma. The course will be offered as an Intensive, over just 8 days in late June 2007.

Cross Cultural Management is the second of our new electives for 2007, and joins the MBA suite of elective courses in this year, when our East-West perspective in the MBA is sharply in focus.

## Business in China Intensive School

Our inaugural Business in China Intensive School has attracted the maximum number of registrations in rapid time. A total of 39 UniSA MBA students registered from our Adelaide, Kuala Lumpur, Singapore, and Online programs.



During the BiCIS trip, participants will be required to prepare and present a Group Report. Subsequently, a further individual project will be done, as well as a China based Case Analysis.

The Chinese Academy of Social Sciences (above) and the University of Shanghai for Science and Technology (right), are providing their facilities and teaching staff to assist with our MBA classes during the trip. Participants will study:

- China in the world economy
- Environmental aspects of doing business in China
- Industrial and market factors
- Internalisation aspects of doing business in China
- Innovation, management and technology utilisation
- Chinese business behaviours, communication and negotiations
- Current topics in Chinese business and management



University of Shanghai for Science and Technology

## MBA Trends

Whilst most business schools in Australia no longer use the Graduate Management Admission Test, the 2006 test result data shows some interesting data about MBA students from all over the world.

The opportunity for more challenging/interesting work in the future was the main reason for doing an MBA. The main reservation candidates have about an MBA is the cost. Most were influenced by friends or family as to their choice of program.

In choosing an MBA, the most important factor is quality. Candidates especially focused on the quality of teaching staff.

For all applicants who sat the test in 2006 the average score was 533. Candidates from China averaged 600, Singapore 590, Australia 582, Malaysia 527 and Hong Kong 509.

Candidates with IT backgrounds averaged 575, lawyers were 527, and engineers averaged 587. Physicists averaged 601, and Accountants 506.