



University of
South Australia

International Graduate School of Business

MBA News

May 2008

MBA Course Awards Presented

At our MBA locations around the world, ceremonies took place during April 2008 to present Chancellors List and Course Awards to top MBA students from the 2007 academic year.



The Adelaide Event attracted about 80 guests, and was highlighted by the presentation of the Chancellors List Awards to our Adelaide MBA students Dora Stergiou (above left) and Julie Patterson (right), who, between them, achieved 23 Distinctions (from a possible 24) on their MBA journeys.

At the Penang ceremony, Florine Lim was also added to the Chancellors List, and in Hong Kong, Sarah Carracher was honoured.

The Chancellors List award is available only for those who have graduated with the MBA in each year, and specifically recognises and rewards outstanding academic results across the whole program.

The Adelaide Ceremony took place in the Bradley Forum of the new Hawke Building at our City West campus, and gave our guests, many of whom came from overseas, a dramatic view of the City of Adelaide, as they joined in the awards celebration for their family members.

In addition to the Chancellors List recipients, the Ceremony also saw 20 Awards given to students who achieved top marks in the individual MBA core courses from our different locations.

Prominent among the course award winners was international student Carolyn Merget from California USA who studied her MBA with us in Adelaide and won 3 course awards for 2007.

Markos Chouris, Stefan Hasselmann, Ian Thomson and Emily Sanson-Rejouis, all won 2 course awards for 2007.

The MBA Course Awards are all sponsored by

South Australian and international organisations, including IBM, Cathay Pacific, Hudson, Norman Waterhouse Lawyers, SA Tourism and the Adelaide Bank. We were delighted to welcome the CEOs and senior executives of all of these sponsors to the Awards ceremony.

Our photo below shows Ken Barrington (right), CEO of Norman Waterhouse Lawyers with dual course award winner Stefan Hasselmann.



Several of our MBA Award winners from our transnational locations also attended, including ShamKwok Choi, Delon and his wife (below), from Hong Kong.



Special points of interest:

- A full report from the 2008 Business in China Intensive School
- Visiting CEO Mark Chellev throws down a challenge
- Sustainable Business program launches new podcast series
- More than 30 MBA students have now completed Industry Placements

Industry Placement Scheme

Our full-time MBA students can undertake an Industry Placement as part of their Program.

In the last 4 years, since this initiative was started, more than 30 students have taken up the opportunity of working for 3 months in an Australian organization.

In 2008 we have already completed successful placements in organisations as diverse as the Queen Elizabeth Hospi-

tal, Philmac, the State Government's Office of Consumer & Business Affairs, and Walford School, with another batch of students shortly to go on placements in the aviation industry, in an entrepreneurial start-up business, and into a Bank. Students usually work on a particular project, of direct benefit to the sponsoring organization.

One recent assessment said "The single most significant initiative was the

student's research in to the importance of Australia within the world market for mobile handsets. The research and resultant findings were not something that she was specifically asked to undertake.

The results have provided regulators with an armory of information that will allow us to more effectively negotiate with both overseas companies and governments".

ESSAM 2008

In June 2008, another 15 of our MBA students will travel to Aarhus in Denmark to take part in the 21st annual European Summer School of Advanced Management (ESSAM).

Our School is one of eight consortium members who conduct ESSAM, the others being Glasgow, Southampton, Calgary, Wilfrid Laurier, Loughborough, Colorado and the host University of Aarhus in Denmark.

Our MBA students undertake ESSAM in order to get a deeper and richer insight into how business is evolving in

UniSA actively supports MBA students to attend with A\$1,000 travel grants to cover part of the travel costs. The fully

residential Summer School takes place over 2 weeks, and successful students are credited with 2 electives in their MBA.

Whilst the academic content and standards are rigorous, the associated cultural activities are also valuable.



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Hong Kong Online MBA Program

Our new Online MBA in Hong Kong has been a great success with more than 75 new students recruited across the first 2 Intakes in 2008.

One of the main reasons for the success, has been the decision to offer the MBA in the online mode, thereby allowing busy Hong Kong based executives to combine an MBA with busy travel schedules in China.



All of the students reside in Hong Kong, and because of this concentration we do offer optional tutorials which students can take advantage of for 2 hours each fortnight.

The tutorials provide an opportunity for the MBA students to network, and to support one another in achieving learning outcomes. The locally based tutorial facilitators are able to inject local context into their studies.

A further 2 Intakes will take place in 2008.

These Hong Kong MBA students are also able to take advantage of the range of MBA value-adds now offered around career planning, skills development, and personal and professional development.

Their first careers workshop session on the topic of self-assessment, took place in Hong Kong in mid-April 2008.

Sustainable Business Podcasting

May 2008

Our new Graduate Certificate in Sustainable Business is not only being offered online, but is being marketed solely by search advertising.

This style of marketing campaign is quite new for the University, and in many respects our efforts have broken new ground.

Supporting the search advertising campaign is a range of podcasts, designed to let enquirers glean a clearer picture of the focus of the Award.

The Graduate Certificate in Sustainable Business is sharply focussed on the critical business issues, rather than the technical, societal, regulatory, or environmental issues alone.

By subscribing to the podcast series, our potential students can get a clear picture of the underlying themes in the Program, as well as the likely depth and

breadth of content they will be required to deal with.

Podcasts in the series now include:

** Sustainability and business survival—are the two concepts compatible? Can a business be sustainable and survive commercially?*



** The impact of the Murray Darling basin in Australia is considerable, from urban water to food production. In this podcast we explore models of managing this vital resource that are more sustainable than the current open access model.*

** Can an individual business go 'sustainable' or does the whole economy have to move to make an impact?*

** Is GDP the right measure to use in the Sustainability Age? We examine GDP and other newer models of measuring the economy.*

** In the recently released interim report by Prof Ross Garnaut, the rate of climate change is forecast to be more rapid than most previously thought. This podcast deals with the implications of this and other topics from the Garnaut report.*

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Visiting CEO—Mark Chellew

Mark Chellew, CEO of Adelaide Brighton Limited, took centre stage at our first View From The Top session for 2008.

These events are held several times each year for our MBA students and MBA Alumni to ensure we all keep abreast of the issues which are top of mind for CEOs in South Australia at this time.

As with most of these sessions, this one was again very much an off the record insight in to life as a CEO. Mark candidly shared what has driven him to become a leader and CEO.

For those MBA students and Alumni who were privileged to attend, it was a rare opportunity to hear a frank and honest sharing of Mark's journey from his early engineering career to his current role as Managing Director of this publicly listed company with a market capitalisation of about \$2 billion, and employing more than 1,300 people.

Mark spoke of the importance of cultivating a business mentor, described how his mentor had been a valued guide and friend and then the importance of actually taking on board the advice from a mentor when it's given.



There was a clear message about the difficulties of achieving work/life balance as a CEO. Mark shared some of the sacrifices he had made along the path to the top.

Mark's honest, open and passionate talk about his work was truly a rich "View From The Top".



Adelaide Brighton Ltd



42 MBA students visit China

The IGSB's second Business in China Intensive School

(BICIS) was held for two weeks during April 2008 and 42 of our MBA students travelled to Shanghai and Beijing to participate.

Accompanied by staff from the School, BICIS was hosted by our two partner Universities in China, the University of Shanghai for Science and Technology (USST) and the Chinese Academy of Social Sciences (CASS).

Students were challenged by a rigorous academic schedule of lectures, visits to local companies, group work, networking functions and negotiation simulations.

..... For two weeks during April 2008, a total of 42 of our MBA students travelled to Shanghai and Beijing ...

Guest presenters from organisations such as Austrade, Ernst & Young and respected academics from prestigious Chinese Universities, not only supplemented the structured academic program, but also provided students with the opportunity to meet and network with a cross section of government

representatives and business leaders with local knowledge of doing business in China.

To provide our MBA students with an opportunity to compare and contrast different types of company structures operating in China, visits to a number of companies were arranged including a Sino-



Singaporean heavy vehicle manufacturing plant; and a Taiwanese-owned electronics company who opened their plant and had their senior management group address BICIS students on a Sunday.

The 2008 BICIS participants were drawn from our MBA Programs in Adelaide (22), Malaysia (13), Singapore (1), and the online MBA (6). A further 8 students from USST in Shanghai also joined the program. The professional backgrounds of the

students included IT, manufacturing, sales and marketing, and all found the connections they made and learning outcomes achieved from the BICIS group work, invaluable to their MBA experience.

Highlights of the two-week School included a major networking function organised by AustCham and attended by the Australian and wider expat community, an address by the Shanghai Lu Wan District Government and a visit to the Shanghai Futures Exchange. (Our BICIS participants are pictured below at the Shanghai Futures Exchange).

Students also could get a taste of the richness of the Chinese culture through a number of cultural activities which were incorporated into the program .

The Business in China Intensive School will run again in April 2009, and interested students will be invited to apply for a place in September 2008.

Upon successful completion of BICIS and completion of take home assignments, students are awarded two elective courses in their MBA program.

