

# Justin Cohen

## United States

Le Cordon Bleu  
Master of Business  
Administration  
(International Hotel  
and Restaurant  
Management),  
graduated 2005

PhD Business and  
Management,  
student

With his determination to excel in the tourism and hospitality industry, Justin Cohen's already-successful career has taken him from dishwasher to bartender to General Manager of a boutique hotel.

It's no surprise, then, that he finished top of the Le Cordon Bleu MBA at UniSA, completing his degree ahead of schedule and earning the inaugural Le Cordon Bleu Global PhD scholarship in the process. Justin jumped at the chance to support his extensive workplace experience with a PhD in Business and Management.

"I think that in the future, people will need postgraduate education to be successful in the hospitality industry," he says. "A PhD gives you the experience and the research background, and I wanted to study at UniSA to develop my business expertise."

Between Adelaide's international reputation for producing quality food and wine, a flexible PhD program structure and the chance to collaborate with world-class researchers,

Justin knows he's in the perfect place to undertake research into wine marketing and modelling consumer behaviour.

"UniSA's Wine Marketing Group is well-known and conducts research in Europe, South America and North America," says Justin.

"The researchers have a lot of experience both as academics and as industry practitioners.

"If I want to do something, I can make it happen and I'm encouraged to do that by my supervisors. You get to create your own destiny – that's the advantage of studying at UniSA."

While Justin plans to stay in Australia to continue his hospitality career at the corporate level, he says his experience at UniSA will keep him focused on the bigger picture.

"I've gained a very international perspective," he says. "It's been great to put myself in a challenging environment and learn to see the world differently."



## fast facts United States

Distance from Adelaide  
to Washington DC:  
16829.5 km

Flying Time: approx 20.5 hrs

Time Difference from  
Adelaide: -15.5 hrs

Official Language: English



**■** The Le Cordon Bleu Master of Business Administration (International Hotel and Restaurant Management) and the PhD Business and Management are delivered from the City West campus.

For further information on the programs and the opportunities they may provide or other related courses visit [www.business.unisa.edu.au/management/lecordobleu](http://www.business.unisa.edu.au/management/lecordobleu)

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