



University of
South Australia

CRICOS No. 00121B

MBA

Master of Business Administration



The Innovative Leading MBA



INSTITUTE OF TRAINING AND DEVELOPMENT
(INSTITUT LATIHAN & PEMBANGUNAN)

Managed by MITD Sdn Bhd (158047-H)

Lighting The Way In International Business Education And HRD

A Message from the Vice-Chancellor and President



Professor Peter Høj
Vice Chancellor and President,
University of South Australia

The University of South Australia is an innovative, international and successful institution. Our research and teaching are relevant to the needs of society, industry and the professions and reflect a balance between knowledge and application.

We offer over 30 programs in eight overseas countries and UniSA is one of the largest providers of transnational education in Australia. At present, almost a third of our students are citizens of other countries and we have the largest number of international students in South Australia. We have an established presence in the Asia Pacific region, particularly in Malaysia, Hong Kong, Singapore and China. In December 2006, the University gained ISO9001 certification for our Transnational Quality Framework processes, covering the development of the business case for new and amended transnational programs.

We also have a growing international research profile. UniSA specialises in conducting end-user inspired research in collaboration with industry, government, other education providers and the professions, across Australia and internationally. This approach is underpinned by a series of strategic initiatives designed to increase the University's research leadership, build capacity in research and research training, and grow the scale and focus of our research concentrations.

Choosing to study at UniSA means you'll graduate with more than just a degree. You'll graduate with an international network of colleagues, ready to progress in the profession of your choice, with the skills to make an immediate and lasting contribution to society. We look forward to welcoming you as a student.

ITD's Chief Executive Officer: 8 Reasons Why You Should Consider the UniSA MBA



“Having recently been appointed to a senior position in health management, comments of my new CEO indicated that having an MBA from IGSB was a critical factor in my being selected in preference to other candidates. Thus my MBA immediately translated into a new position and an improved salary package. Not only have my MBA costs been reimbursed, but more importantly, my career prospects have been significantly enhanced – the IGSB MBA has given me a significant advantage.”

Dr Geoff Williamson
Director Medical Services,
Maroondah Hospital, Victoria

There could be many reasons why you are contemplating taking on a MBA programme.

Whatever your reasons, taking on the challenge of a world-class master degree programme is possibly one of the most important decisions you will ever make. Here are 8 key reasons why the UniSA MBA is a winning programme.

1. UniSA's Reputation and Prestige

With its roots dating back to 1856, UniSA is one of Australia's leading universities with 6 campuses and a student population of over 30,000. The university received countless awards and certifications including being recognised as the No. One Australian University for Offshore Student Numbers (IDP 2001 & 2003) and the Top Australian University for MBA and Graduate Management Programmes in Australia (Good Universities Guide 2004).

A recipient of the Australian Technology Award for Excellence in Development of Technology, the Prime Minister's Award and the Australian Awards for University Teaching, UniSA holds the record as Australia's first and most successful university in delivering international doctoral programmes in Businesses and Management. Its MBA programme is internationally successful.

2. Effective Learning Support

Superior quality and strength of learning support are hallmarks of this MBA. You benefit from UniSA's excellent academic support. UniSA will provide extensive coursework seminars, correspondence and electronic support. The experience and competency of UniSA's international faculty clearly distinguish this fully taught MBA.

3. Extensive Learning Resources

A key ingredient for successful learning at Master level is the availability and access to knowledge. UniSA's extensive learning package consists of textbooks, electronic readings, research papers and guidebooks. In addition, you can make full use of UniSA's vast library resources including its massive online databases for instant access to thousands of full text journals, research papers, abstracts, conference proceedings and news articles. These online resource facilities are reputed to be among the world's best.

4. Contemporary Curriculum and Assessment Methods

The MBA content focuses on up to date international perspectives that are important for senior executives to remain competitive. The assessment framework is designed to suit specific courses and bring out the best from participants using a wide range of assessment techniques including participation, individual and group projects, presentation and open book examination.

5. Impressive Learning Outcome

The end result of going through this rigorous MBA means you develop not only cutting-edge knowledge and expertise, but you could also establish sound capabilities in leadership, management consulting and research. Professional business skills are finely honed as you are trained both as a “thinker” and “doer” through this MBA programme's well-balanced combination of theoretical and action oriented practical learning.

8 Reasons Why You Should Consider the UniSA MBA cont'd



The programme will take a minimum of 1.5 years to complete with options for extension. Besides completing the programme at different ITD centre in Malaysia, candidates have the option of finishing one or more parts of the coursework either on-campus in Australia or at another one of the University's international learning centres. Coursework seminars are conducted in intensive sessions at times convenient to busy working professionals and organisational leaders.

7. The ITD Advantage

The ITD Group has an impressive and established track record as a leading human resource institute providing quality education, training and development programmes regionally. We offer specialised corporate training programmes, management and HR consultancy, as well as a wide range of business and management courses ranging from Diploma to Doctorate levels. With a proven reputation that includes establishing of one of the largest, most successful BBA, MBA and Doctor of Business Administration programmes in Malaysia, ITD continues to contribute directly to the upgrading and development of management professionals nationally and regionally. Our obsession with quality means that you are constantly assured of receiving satisfying service for optimum learning.

8. A Worthwhile Investment


Achieving this world-class MBA degree is perhaps one of the best personal investments you could ever make. In view of the programme's extensive benefits, features, its superior quality, strong support system and global recognition, the cost involved is highly reasonable.

I trust that the rest of this prospectus will address many of your questions and concerns. However, please feel free to contact us for personal consultation and dates for upcoming programme previews. Like many before you, we believe you will discover that achieving the UniSA MBA truly a worth wide investment.

"I recognised my leadership potential when I was about 35 years of age, and I believe that the IGSB MBA was a major influence in gaining my first CEO role. High standards of achievement were expected, and good support was provided. The networks and contacts made have contributed to sustaining me as a leader. IGSB graduates in leadership positions have been a vital resource for me over the last ten years."

Leigh Garrett
Chief Executive Officer, Offenders
Aid and Rehabilitation Services,
(OARS)SA and The Centre for
Restorative Justice, CEO of the Year
2002, Equity Trustees

Yours sincerely,



Peter Chee
President and CEO

The International Graduate School of Business (IGSB)



“There is little doubt in my mind that the MBA programme has been a significant catalyst in my pursuit of new career paths. My new employers were attracted to the wider skill-set that I possessed as well as my ability to identify and analyse a wide range of business problems, employ creative methods to solve such problems, and work more constructively with professionals from other disciplines to meet corporate objectives.”

Tania Sargent
Finance Manager for SA/NT,
Healthscope Ltd

IGSB is part of South Australia's biggest university, an institution that can trace its history back to 1856. The origins of the IGSB MBA date back to the 1980s, where it was taught through the South Australian Institute of Technology. Since then the IGSB MBA has grown from strength to strength, expanding its scope and rigour to serve the strong market need for this qualification.

UniSA has long-standing exchange agreements with many leading international universities and IGSB is also a full member of the internationally recognised Executive MBA Association.

The IGSB MBA Challenge

The MBA programme at IGSB challenges participants to master the complexities of today's global business environment and to take their careers or businesses to new heights. The programme provides fundamental skills for managing a business and in-depth exposure to current business issues, trends and challenges. It gathers a community of outstanding men and women and offers the opportunity to share management and business experiences from a strategic perspective. The programme emphasises experience-based and interactive learning processes, contemporary leadership development and strategic thinking to promote superior, sustainable organisational performance within a global business environment.

Strong industry and business links are a vital part of the IGSB MBA programme and the coursework continues a long tradition of meeting the needs of business, commerce and industry. The MBA focuses on real life learning situations and many IGSB programme participants are leaders within their own communities and this offers all our graduates entrance into a truly global and vibrant professional network. Members of IGSB's academic staff have themselves spent time in professional roles and as industry leaders.

Internationalisation underpins the content, delivery and assessment of the IGSB MBA programme. Programme participants will be exposed to international practices in key functions of managing a business throughout their MBA studies, reflecting our goal of developing business executives with an international mindset.

The IGSB MBA programme is designed for people leading busy careers and consequently adopts flexible learning schedules. Our classes are conducted in selected evenings and/or weekends, allowing studies to be completed without disrupting work commitments. IGSB advocates and practices an innovative, flexible delivery, incorporating an online support environment together with lecture-based delivery.

In a competitive business environment, executives have to be well equipped to advance their career and to develop and strengthen their own businesses. The IGSB MBA will further consolidate leadership skills through learning to seek solutions to problems aggressively, to think critically and creatively, to communicate effectively, and to lead through action. Approaches to leadership are characterised by a synthesis of entrepreneurial drive and team spirit, founded on solid scholarship and an international outlook.

Underpinned by the School's international charter and its practical orientation with academic rigour in programme design and delivery, the IGSB MBA stands out from other programmes in a number of ways, making it one of the largest postgraduate management programmes offered by an Australian university.

The participative and experience-based learning model used by IGSB in the delivery of its MBA, together with its Academic Leadership Scheme, combine to produce a unique learning experience for managers.

Features of the IGSB MBA



“The IGSB MBA programme has contributed both to my personal growth and professional development by broadening and deepening my core managerial skillset. Applying the principles and practices taught in MBA courses, my business showed improvement right from the start. Enrolling in the IGSB MBA programme was the best professional development decision I ever made.”

Melanie Yeo
Director, Donald Cant Pty Ltd
Winner of the Alex Ramsay Prize for
“Most Outstanding Student in the
IGSB MBA Programme 2002”

The IGSB MBA Programme offers the following distinctive features:

- A clear understanding of contemporary management principles and practices relevant to managing a business
- Systematic development of vital leadership skills
- Integration of Western and Asian-Pacific management concepts and practices
- Solid foundation skills for managing a business
- Flexible delivery

Contemporary Principles and Practices for Managing A Business

The bottom-line of an MBA is to enable its graduates to manage a business effectively. The IGSB MBA has been developed to provide participants with the range of skills required to understand, analyse, integrate and improve activities associated with business and management. To acquire a solid grounding in managing a business, participants are exposed, in depth, to business disciplines in areas such as accounting, finance, economics, marketing and people management. In the IGSB MBA, this functional knowledge and associated practical skills are taught and integrated within a strategic framework. The objective is to cultivate a management mindset and a strategic perspective in considering business and management issues.

Systematic Development of Vital Leadership Skills

Whilst equipping participants with the knowledge and skills for managing a business with a strategic focus, the IGSB MBA also systematically builds into its courses the development of skills for taking on leadership roles in contemporary organisations. In addition to the depth of professional knowledge, which is consistently cited as one of the most important factors in being recognised as a leader, these skills include:

- problem-solving and decision-making skills founded on analytical and creative thinking;
- team skills;
- strategic perspective in consideration of business and management issues;
- communication skills;
- application of ethical principles in business action and decisions; and
- lifelong learning skills for continuous professional development and awareness.

Through a rigorous quality assurance framework, course assessments are carefully designed to develop these skills throughout participants’ MBA studies.

Integration of Western and Asian-Pacific Management Concepts and Practices

The global economy is a well accepted phenomenon and the economic reality is that the world’s most significant emerging markets and sources of supply are evolving rapidly within the Asia-Pacific region, particularly in China. It is difficult to imagine, within the next decade, a business or government organisation within our region that will not be affected by these developments. Driven by the School’s mission to become a centre of excellence for the integration of Western and Asian-Pacific management concepts and practices, the IGSB MBA has a strong international orientation.

Leveraging the cross-national academic, business and cultural experiences of IGSB’s core faculty, this international orientation is displayed in the content and delivery of the MBA. Each MBA course has been designed not only to build an in-depth understanding of contemporary business and management principles and concepts, the majority of which have evolved from North American and European experiences, but also to consider their application and potential for integration within the Asia-Pacific context.

Learning Model

An MBA provides the tools to solve business and management problems. The starting point for learning is therefore the experiences already possessed by participants.

The learning model adopted by IGSB is one that builds on the professional and management experiences of participants to explore and analyse issues from different perspectives and to critically review the application of relevant principles, concepts and tools in specific contexts. A common learning methodology is the use of international, regional and local cases.

Participants are also expected to participate in and contribute to the learning process. Individual and group presentations, preceded by group work and followed by plenary discussions, are a normal requirement in the programme.

Academic Leadership Scheme

IGSB has in place an Academic Leadership Scheme to scrutinise the content and delivery of its MBA courses. The academic accountability of each MBA course rests with the Discipline Leader who is normally a senior member of the academic staff of IGSB. Each Discipline Leader is responsible for courses that fall within a broad disciplinary area of business and management and they are supported by a disciplinary team consisting of full-time and part-time academic staff teaching at IGSB. This approach has enabled the School to ensure the quality of its teaching resources, with each discipline team based on an optimal mix of academic and practical experience, supported by a key academic who keeps at the leading edge of their discipline area, through teaching and research. The Discipline Leader's role is to:

- ensure that the content of their course is relevant and continues to reflect the leading edge of their discipline area;
- develop, motivate and continuously evaluate a team of teaching staff in their discipline area, which is capable of stimulating participant learning; and

- provide quality control and monitoring of participant assessment.

Working closely with the Executive Director, MBA programmes and individual Programme Directors, Discipline Leaders are the backbone of the academic quality of the IGSB MBA. Through regular meetings of the Academic Committee, the breadth, depth and relevance of the MBA programme is rigorously monitored.

Curriculum

The curriculum is taught over 6 terms of 11 weeks with a 2-week break between terms. Classes are generally held in the evenings and over weekends to suit the busy schedules of programme participants. The IGSB MBA is a 12-course programme. Some of the MBA courses require an understanding and analysis of quantitative methods. Participants without prior learning in this area will be provided with the necessary support resources to demonstrate or acquire the appropriate level of knowledge.

Programme Structure & Content

The cross-national academic, business and cultural experiences of IGSB's core faculty mean that the content and delivery of the MBA reflect an international perspective. Each MBA course has been designed to build an in depth understanding of contemporary business and management principles and concepts, the majority of which have evolved from North American and European experiences. At the same time, the IGSB considers their application and potential for integration within the Asia-Pacific context.

This innovative MBA programme consists of 12 courses. Generally, it may be completed in 18 months through distance teaching in Malaysia. An example of a programme timetable is outlined below:

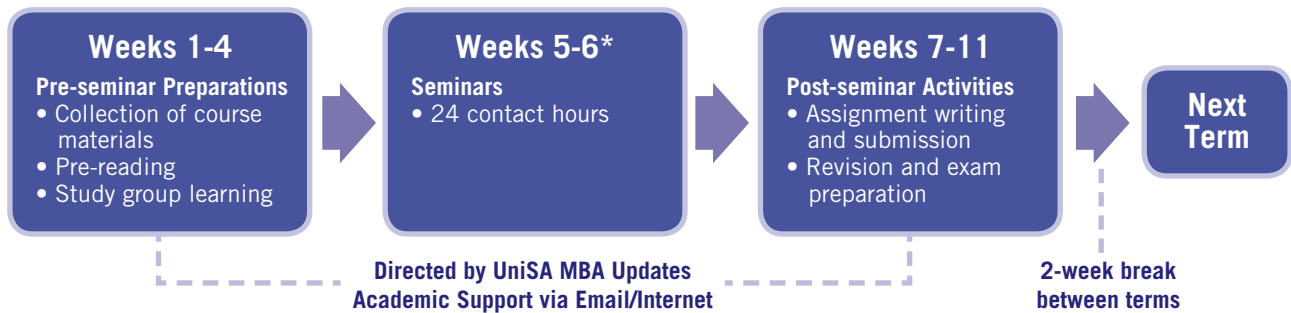
Term 1	Contemporary Management Perspectives Accounting & Decision-making
Term 2	Managerial Economics Creative & Accountable Marketing
Term 3	Leading & Managing People Managerial Finance
Term 4	Entrepreneurship & Innovation Leadership Dynamics
Term 5	International Business Competitive Strategy
Term 6	Management Research & Consulting Sustainable Corporate Strategy

The programme provides a total of 288 hours of seminars and workshops or 24 hours per course. Seminars are conducted by visiting lecturers from the University or their international associates in the evenings and weekends only.



Learning Cycle

A typical cycle is a 3-month period covering 2 courses of study. The advantage of this structure is that busy executive and managers in the programme are able to concentrate on 2 courses and clear them on a quarterly basis.



Sample Seminar Schedule for Weeks 5-6*

Day	Time	No of Contact hours
Thursday	18:30 – 22:30	4
Friday	18:30 – 22:30	4
Saturday	09:00 – 18:00	4 + 4
Sunday	09:00 – 18:00	4 + 4

* The timing of the seminars may vary depending on the nature of the course.

Assessment Scheme

MBA students are formally assessed by presentation, syndicate work, seminar participation, written assignments, examinations and/or project.

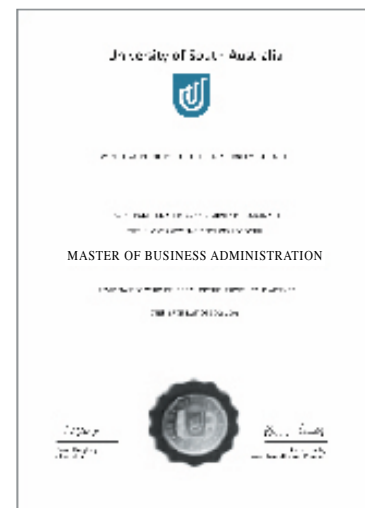
Programme Management

The MBA programme will be managed by a professional programme team which shall ensure that in addition to seminars and lectures, students will receive support on important areas such as the service of a programme manager/executive, regular programme newsletters (Updates) via Email, academic support, textbook, study notes, scheduling, lecture facilities, study group formation, library, assignment and examination management, student liaison and organisation, etc.

Graduation & Recognition

Students who successfully complete the programme will be awarded the prestigious MBA degree of the University of South Australia. The degree will be the same as that awarded to on-campus students of the University.

Graduates will be allowed to use the title MBA (UniSA) after their names. Graduation ceremonies are held yearly in Malaysia and in Australia. Graduates are encouraged to attend the degree convocation in Australia with their families whenever possible.



Course Descriptions

Leadership Dynamics

Leadership Dynamics highlights the critical factors of personal and small group functioning and their relationship to successful business enterprises.

This course develops the overarching theme of “the individual and group in a business context” within the conceptual and philosophical framework of the MBA programme and provides insight into the roles, processes and personal behaviours necessary for successful functioning and problem solving as managers and leaders in organisations. This course provides the opportunity for participants to facilitate their individual and professional growth as they move towards refining their own unique and personal leadership style.

Accounting for Decision-Making

Managers need to understand accounting because it is part of the language of business and one essential element in the decision-making process. In this course participants will learn the basics of accounting from a manager’s viewpoint. Knowing what questions to ask and what information might be needed is critical for any manager.

This course introduces the different types of accounting information and how they are used. There are two particular threads to this course. The implications of accounting for strategy are drawn out, along with the impact of accounting on the behaviour of people in organisations. By the end of this course participants will appreciate the limitations of accounting information, its subjectivity and the choices in its preparation.

Contemporary Management Perspectives

The competitive battlefield has been strewn with mortally wounded firms and executives as we move into the 21st century. There is now a new highly dynamic competitive landscape that is embedded with dramatic and discontinuous change. Coupled with

the rapid spread and integration of business activities around the world, the task of equipping leaders and managers with the necessary capabilities and competencies is more intricate than ever. In order to understand this evolving process, and indeed to share insights for the future, this course addresses the history of the discipline of management. It builds an understanding of systems thinking as it applies to organisations and strategy development and considers the impact of contemporary management perspectives including risk management, decision-making and corporate and social responsibility.

Creative and Accountable Marketing

As markets become more competitive the need for marketing expertise becomes more necessary. In large organisations there is internal competition for resources and so a marketing capability helps individuals and departments achieve their goals. Marketing can be defined as ‘demand management’ and so public sector organisations that do not trade, but provide services, can use marketing techniques to help them cope by ‘de-marketing’ if necessary.

This course is for those who are, or who aspire to be General Managers and who have a marketing function reporting to them. Such managers will have a responsibility for oversight of the strategic marketing directions of the organisation and for monitoring the delivery of marketing outcomes. This course reflects the marketing functions and responsibilities that generally exist in contemporary businesses and organisations. It covers contemporary principles of marketing and also explores the findings of a major, worldwide research programme into how markets actually work, conducted by the Marketing R&D Initiative. (This research is funded by many of the major marketing companies in the world, like Procter & Gamble and General Motors, and has already shown some of the

assumed ‘principles’ of marketing to be false). At the completion of this course, participants will be able to monitor, audit and contribute to the strategic marketing function and identify the key steps in planning and implementing a marketing approach in an organisation.

Leading and Managing People

This course is concerned with managers as leaders and their strategic leadership of people. In our present turbulent environment firms require strategies for maximising the human resource contribution from all employees, to build and sustain their organisation’s competitive advantage. This course aims to explore some of the key factors that influence people’s performance and behaviour in organisations drawing on leadership, organisational behaviour and HR concepts, principles and practices.

This course uses a range of approaches to introduce participants to the concepts of organisational behaviour, leadership and human resource management. Participants will be able to evaluate contemporary thinking about business issues and recognise the importance and value of effective people management.



Course Descriptions cont'd



Managerial Finance

The major component of this course focuses on how to evaluate the financial viability of new business project proposals. To do this participants need to understand both the logic of the discounted cash flow approach and develop skills, through case studies, for applying this technique to assist with the decision-making process. This course also considers shorter term financial management issues such as cash flow management, debtor management and the financial management of growth. Finally, this course looks at financial modelling and the importance of consistency among the various financial policies that a firm needs to have in place. Participants who successfully complete the course will acquire important managerial skills in project evaluation and general financial management.

Managerial Economics

The objective of Managerial Economics is to explore how economic theory and decision science tools can assist in the formulation of optimal solutions to managerial decision problems. This course applies many familiar concepts from economics such as demand and cost, monopoly and competition, the allocation of resources and economic trade-offs. Participants acquire quantitative skills in business and economic forecasting, linear programming and cost analysis. At the end of this course, participants should be able to use these analytical tools

within the economic framework on real-world business applications.

Competitive Strategy

Competitive Strategy covers industry analysis, competitive dynamics, firm and competitor analysis, understanding the value chain, functional, business and corporate level strategies, as well as how strategy differs in stable versus turbulent and embryonic versus mature environments. The focus throughout this course is on discerning what drives firm-level competitive advantage. Participants undertaking this course can expect to understand why some firms consistently outperform others and be able to use this knowledge as a basis for designing superior strategies for their own organisations.

International Business

This course aims to provide an understanding of the complexity in managing within an international business environment and to familiarise participants, as managers and leaders, with the range of strategies available to compete more effectively in today's rapidly emerging global economy. On completion of this course, participants will be able to demonstrate sensitivity to differences between operating in the domestic and global markets and understand various policies and strategies for coping with the international business environment. Participants will also gain an understanding of the issues governing the international trading and investment system, be able to deal with differences in political, economic and cultural perspectives among nations, as well as develop strategic choices for global operations.

Management Research and Consulting

This course establishes an applied and conceptual framework for the practice of management consulting. Participants will analyse the nature of the consulting industry and will identify key roles and essential skills of the internal and external consultant.

The consulting firm practice will be examined from the perspectives of establishment and management and from the viewpoint of the nature of its consultancy projects (advisory, research, contract outsourcing, technical design and installation). Techniques for identifying, contacting and formally engaging with clients and maintaining effective communication networks will be discussed.

The role of the consultant as a researcher will be emphasised. Participants will study philosophical and paradigmatic issues in management research and will identify the phases of a research project. A range of methodological approaches to data collection and analysis, synthesis of solutions and modelling techniques involving statistical and soft systems methodology tools will expose students to the strengths and uses of quantitative and qualitative research methods. Course participants will develop strategies for reporting consultancy and management research outcomes as well as designing consultancy evaluation instruments.

Entrepreneurship and Innovation

Entrepreneurship involves "building something from nothing". It is the process of seizing or creating opportunity without regard to the resources controlled. Innovation is involved in the process, as is managed risk taking. This course focuses on gaining an understanding of the underlying dimensions associated with developing growth oriented entrepreneurial businesses. It aims to help participants appreciate and systematically apply an entrepreneurial way of thinking that will allow them to create and/or identify business opportunities that may be commercialised and to appreciate relevant strategies for achieving this. The course content provides a framework that is relevant to new ventures, existing SMEs and entrepreneurial ventures within larger organisations.

Core Academic Staff

Sustainable Corporate Strategy

Sustainable Corporate Strategy builds upon and applies, from a senior management perspective, the concepts and tools developed in earlier courses relating to leadership, strategic thinking and the strategic management process. The focus of this course is on the principles, concepts and processes involved in large, multiple-purpose organisations in public and private sectors may strategically develop and function. This focus includes issues posed by the multiple-purpose nature of large organisations, regionalisation, globalisation, sustainability of organisations and changing social and political attitudes at national and international levels. Through consideration of such issues and concepts, this course helps managers develop a broader contextual understanding of medium to large businesses.



Professor Helen Thorne

Head of School
BEd (Hons) (Flinders),
DipAcc (Flinders), PhD (Adelaide)

Professor Alfred Huang

BEng (RMIT), MEngSc (UNSW),
MBA (Monash), Hon. PhD (UniSA)

Professor Bobby Banerjee

BSc (Bangalore), MBA (Bombay),
PhD (Massachusetts)

Professor David Corkindale

BSc (Durham), MSc/MBA (Cranfield),
PhD (Cranfield)

Professor David Richards

BSc (Econ) (Hons) (Hull),
GradCertEd (Leeds), MEd (Manchester),
PhD (Sunderland)

Professor Laubie Li

BSSc (Hons) (CUHK),
MEdAdmin (UNE), PhD (UNSW)

Professor Margaret Patrickson

BSc (Hons) (UNSW), MA (Flinders),
MBM (Adelaide), PhD (UniSA)

Professor Noel Lindsay

BCom (Hons) (UQ), PhD (UQ), FCPA

Associate Professor Brian D'Netto

BCom (Madras), HonsDipIndRel (XLRI),
MBA (Arkansas), PhD (SUNY, Buffalo
USA)

Associate Professor Bruce Gurd

DipEd (Adelaide), BEd (Adelaide),
GradDipAcc (SAIT), PhD (Adelaide),
FCPA Associate

Dr Agnes Lau

MEdAdmin (HULL), PhD (New England)

Dr Barry Elsey

DipSocAdmin (LSE), DipAdEd
(Liverpool), MA (Liverpool),
PhD (Nottingham)

Dr Edward Lin

BS (ElecEng) (Pennsylvania),
MBA (Houston), PhD (Finance) (Texas)

Dr Ian Whyte

BEd/BA (Hons) (JCU), PhD (Flinders)

Dr Mary Bambacas

BBus (Hon) (UniSA), PhD (UniSA)

Dr Song Yang

BEcon (Remin), MEcon (Remin),
PhD (UWA)

Dr T K Lim

BA (Econ) (Hons) (Malaya),
GradCertHigherEd (Monash),
MBA (UPM), PhD (Monash)

Basil Tucker

BBus (UniSA), GradDip (GAICD),
MBA (Adelaide)

Bob Gilliver

BCom (UNSW), MBA (Deakin)

Murray Olliver

MBA (SAIT), FETI

Applications



Admission to the Programme

Participants are selected on the basis of the unique qualities each will bring to the synergy of the group as a whole. A blending of diverse business backgrounds creates special challenges and opportunities for participants to benefit from the experience and perspective of others.

Entry Criteria

Entry is on a competitive basis. The minimum formal entry requirement is:

- A recognised Bachelor's degree or equivalent professional qualification
- At least two years executive/ managerial experience
- English proficiency as demonstrated by any of the following:
 - Evidence that English was the language of instruction in tertiary studies completed
 - IELTS (academic) 6.5 with a 6.0 in the writing sub-score
 - TOEFL (paper based) 575 with a 55 structure/ writing sub-component
 - TOEFL (computer based) 232 with 21 structure/ writing sub-component.
- A copy of IELTS or TOEFL results needs to be submitted, unless English was the language of instruction in tertiary studies completed. All documents must be in English and any translations must be accompanied by the documents in their original language. These documents must be submitted in original or certified true copies.

Holders of diploma or equivalent qualifications plus substantial work experience will also be considered. Senior executives or business leaders without the above mentioned qualification but with substantial senior management experience in

business or related industries may be considered by the University on a case-by-case basis.

The application form needs to be completed by the applicant, listing their qualifications, employment experience and major work achievements. Applicants are also asked to identify what they hope to achieve from the programme. References from two employment-related sources must be completed and supplied with the application.

Proof of the applicant's Bachelors degree (a certified copy of the official transcript is acceptable), a resume and the application and processing fee must also be included. Please note that applications are not complete without all the items above.

As the programme involves regular use of internet, email, etc., students must possess or have convenient access to a personal computer with at least Windows 95 or above and internet connection.

Selection

Applications are reviewed by IGSB academic staff. Selection involves consideration of:

- Motivation to undertake the MBA and potential to benefit from the programme
- Appropriateness of work experience, particularly the length, level and responsibilities of management positions held (including current position)
- Quality of academic record
- Demonstrated personal qualities appropriate for managers and leaders

Although a formal selection interview is not part of the process, the selection panel may ask to meet with a potential candidate for clarification of issues relating to their application.

Study Loans

Study loans are available with all local banks. For further information please contact ITD centres.

Closing dates

Usually, the University takes about 3 weeks to process each application. Therefore, it is advisable for potential

students to apply for admission at least four weeks before the start of each intake.

For more information on IGSB and ITD, visit:

- <http://business.unisa.edu.au/igsb/international/imba/imba.htm>
- <http://www.itd.com.my>

The full application package should be sent to the relevant ITDCentre Heads at:

ITD Penang (HQ)

Heritage Campus,
No. 4, Weld Quay, 10300 Penang
Tel: 604-2626720 Fax: 04-2632905
Email: itdpg@itd.com.my

ITD KL

Resort Centre
Level 3, Block D, Plaza Mont' Kiara,
2, Jalan Kiara, Mont' Kiara,
50480 Kuala Lumpur
Tel: 603-62033880
Email: itdkl@itd.com.my

ITD JB

Straits Vista Centre
P-03 Level Penthouse Menara TJB,
9, Jalan Syed Mohd. Mufti,
80000 Johor Bahru
Tel: 607-2225811
Email: itdjb@itd.com.my

CHECKLIST

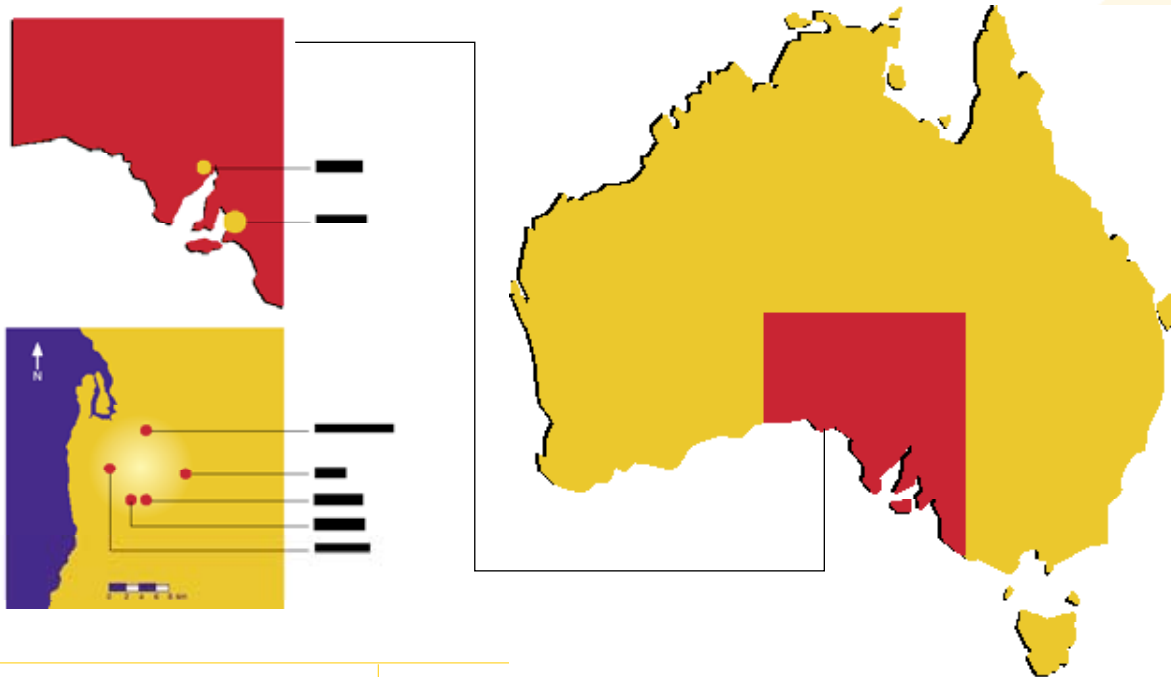
Have you:

- Attached a complete official transcript of your tertiary record from each institution you have attended
- Attached your letter of reference
- Provided sufficient details about past work experience or supplied a CV to support your application
- Signed and dated your application
- Included your registration and commitment fee or registration and first instalment?

The University of South Australia reserve the right to alter, amend or delete any programme, fee, course, admission requirement, mode of delivery or other arrangements with or without prior notice.

The information contained in this brochure is correct at time of printing (Jan 2005).

The University



The University of South Australia is progressive, responsive to change and in touch with community needs. Its blend of tradition and youth has created a university with distinctive character. With its roots dating back to 1856, UniSA has a rich history that traces back to some of the earliest and most influential educational institutions in South Australia.

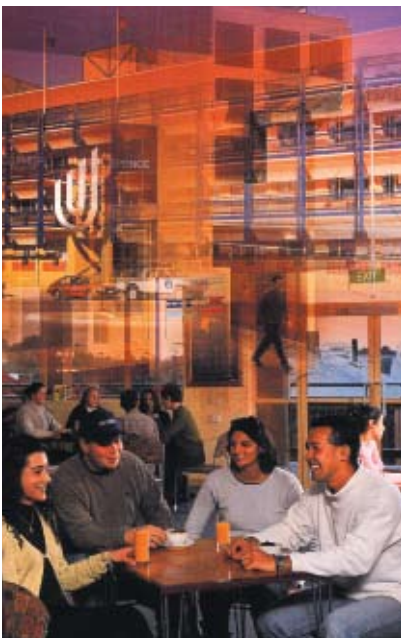
UniSA today has over 31,000 students across its six Australian campuses, and another 6,500 enrolled in its offshore programmes. The University offers qualifications from undergraduate to doctoral level in 40 professional disciplines. It is a global university, with established links with other universities on all continents. UniSA is also known to be a leader in the application of knowledge through a vast array of mutually beneficial partnerships with industry, business and the professions.

UniSA's education programmes and applied research complement the needs of the community, and those of commerce and industry. Its entry policies emphasise access and equity. UniSA's reputation for excellence in a range of scientific, engineering, health, and business-related fields has established it as one of the major Australian centres of tertiary education.

www.unisa.edu.au/usainfo/mission.htm



The University cont'd



The Division of Business & Enterprise

The Division of Business and Enterprise is home to the University's International Business School and its International Graduate School of Management. It is one of the most progressive divisions of the University.

The Division is renowned internationally as an innovative institution that consistently educates and develops professionals for the global business community. As South Australia's largest provider of business programmes, the Division offers a range of courses from undergraduate and postgraduate coursework degrees, including MBA and DBA, through to research Masters and PhD studies. Business and management is one of the University's declared areas of teaching and research excellence. Scoring 34 out of 40 stars, UniSA is ranked as the Top Australian University for MBA and graduate management programmes in Australia (Source: The Good Universities Guide 2004).

The International Graduate School of Management is one of Australia's major graduate business schools, with over 30 highly qualified academic staff from a wide range of discipline specialities. It is home of the Master of Business Administration programme, a 12-course programme that focuses on the management skills that managers and professionals need to meet the organisational and competitive challenges of the future global economy. It is home to the doctoral

degrees in business and management: the Doctor of Philosophy (PhD) and the Doctor of Business Administration (DBA).

The University of South Australia has scored double firsts with its PhD in Business and Management programme - the first to conduct its PhD away from its home campus in 1994, and the first to proudly produce offshore PhD graduates in Singapore and Hong Kong in 1997. A DBA programme was first introduced in Singapore and Hong Kong in 1997 and since then, the University has proudly produced over a hundred PhD and DBA graduates in the region with over 5,000 MBA graduates internationally.

<http://business.unisa.edu.au/igsb>

The Location

UniSA has six campuses - five in the Adelaide metropolitan area and one in Whyalla in regional South Australia. All campuses boast modern, sophisticated facilities and encompass the geographic and social diversity of the state of South Australia.

www.unisa.edu.au/maps/index.htm





The Executive MBA Council

The University of South Australia is a member of the Executive MBA Association, linking leading business schools worldwide. The Executive MBA Council was established to foster excellence and innovation in Executive MBA programmes in a globally competitive environment. In pursuit of this mission, the Executive MBA Council supports academic and programme administrators in responding to and serving the educational needs of the diverse group of professionals who comprise its participant population.



EQUIS Accreditation

In 2004 our Division secured accreditation from the European Foundation for Management Development under its European Quality Improvement System (EQUIS). We chose to apply for EQUIS accreditation as the European system stresses things which are important to us, including internationalisation, diversity and links with the corporate world. We are only the second business school in Australia to achieve EQUIS accreditation, and are the first to have its offshore operations accredited.

UNIVERSITY OF SOUTH AUSTRALIA A Tradition of Excellence

2004

Scoring 34 out of 40 stars, UniSA is ranked as the Top Australian University for MBA and graduate management programmes in Australia (Source: The Good Universities Guide to MBA and Graduate Management Programmes 2004)

2003

Accreditation from the European Foundation for Management Development (EFMD) under its European Quality Improvement System (EQUIS). The first Australian business school to achieve this distinction for both its onshore and offshore operations.

2003

Outstanding report from the Australian Universities Quality Agency (AUQA), with 16 commendations of good practice, highlighting the management of our international operations.

2003

No.1 Australia University for Offshore Student Numbers
"IDP 2003"

2002

5 STAR University/Ranked 4th in Australia for Postgraduate Management Programmes (Source: The Good Universities Guide to Business & Management Programmes 2002)

2002

One of only four Australian universities awarded institutional awards in the 2002 Australian Awards for University Teaching

2001

No. 1 Australian University for Offshore Student Numbers
"IDP 2001"

2000

Winner of the Prime Minister's Award and The Australian Awards for University Teaching

2000

Winner of the Australian Technology Award for Excellence in the Development of Technology from the Government Sector

INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way in International Business Education and HRD



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ITD HQ, Penang, Malaysia
Global Provision of Corporate
Training and Development
(Certificate Number: AJA02/5870)

www.itd.com.my

ITD was founded on a simple yet powerful vision that the human potential knows no limits – a conviction that if people are given the opportunity for quality education, training and development, they can achieve admirable heights they never imagined possible.

ITD's roots can be traced back to 1984 when a group of visionary HRD experts established an institute in Malaysia, which quickly emerged as a leader in its field. ITD's mission then and now remains clear – to continuously excel as the leading provider of superior quality human resource development programmes and activities in the Asia Pacific for national and regional building.

The dawn of the new millennium heralded a new phase of regional expansion as the organisation expanded its services and programmes throughout the region. ITD Group's headquarters is based in Penang, Malaysia and it has centres spanning Malaysia and Thailand with several new centres in process of establishment in Vietnam and Philippines.

ITD Group's core activities include Business Education, Corporate Training and Skills Development, Management and HR Consultancy, Research, Publication and International Conferences. It offers business programmes ranging from short training courses to Certificate, Diploma, Bachelor, Masters and Doctoral levels.

In the conduct of its various activities ITD has entered into strategic regional and local partnerships with leading world class universities, institutions and professional bodies in the USA, Europe and Australia, Thailand, Vietnam and the Philippines.

Over the years it has earned a sound reputation as a leading education, training HRD provider having successfully produced thousands of graduates and conducted corporate training and development programmes for a large number of clients throughout the Asian region. ITD's clients include many leading multi-national and local corporations.

The Group's outstanding track record includes establishing itself as one of the largest provider of Masters and Doctoral business education programmes in the region.

In an increasingly globalised economy driven by knowledge and innovation, ITD can be the people's crucial source of competitive advantage due to its ability to combine expertise and experience from its core expertise in various distinct fields. This portfolio synergy allows ITD to better meet the unique development needs of both individuals and corporations.

As a clear distinction of ITD's commitment to quality and continuous improvement, the Group has attained the ISO 9001:2000 Certification for Global Provision of Training and Development. This simply means that ITD's quality management system is globally applicable and meets stringent international standards.

ITD Group is a regional business enterprise with a societal oriented philosophy. It is actively involved in social and charitable work. The institutes love thy nation campaign has allocated sizeable funds to support the needy sections of respective national societies.

ITD's leaders have served as leaders of ARTDO International (Asian Regional Training and Development Organization) and have been actively involved in social HRD work. Established in 1974, ARTDO International is a non profit professional umbrella body that brings together leading national HRD bodies, companies and individuals active in HRD work from over 30 countries around the world particularly the Asian Region.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it about uplifting and bringing 'light' to peoples lives and helping both individuals and organizations attain their aspirations. It is about fulfilling dreams of building a better and more peaceful tomorrow. This is the ITD passion and commitment – a pledge that people can count on.

Call or visit us between 10am and 6pm for a free consultation with our counselors

ITD serves as the recruitment representative of the University

Jan 05/1