



University of
South Australia

Business
School



Advancing Management Excellence

MASTER OF BUSINESS ADMINISTRATION

- Marketing Reg No. 212660
- Human Resource Management Reg No. 212659
- Finance Reg No. 212642

Get ahead of the rest



UNISA



of universities worldwide in the 2015 QS World University Ranking



universities under 50 years old, 2015 QS ranking

BUSINESS SCHOOL

ACKNOWLEDGED EXCELLENCE

EQUIS
ACCREDITED

As one of only 163 Business Schools worldwide to be awarded EQUIS accreditation

RESEARCH RANKING 

97% of UniSA's research is world-class or above as evaluated by **Excellence in Research for Australia (ERA)** across Commerce, Management, and Tourism and Services and in the specific fields of Applied Economics, Business and Management, and Marketing



of business schools globally

OUR MBA

CONSISTENTLY RECOGNISED IN AUSTRALIA

Australian Financial Review
BOSS
rankings
TOP 10
in Australia

Graduate Management Association of Australia
★★★★★
FIVE STARS
for eight years in a row

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A MESSAGE
FROM THE
PRO VICE
CHANCELLOR



GLOBAL PROFESSIONAL LEADERS

WELCOME TO ONE
OF THE LARGEST
AND BEST BUSINESS
SCHOOLS IN THE
WORLD.

OUR REPUTATION
FOR TOP
GRADUATES AND
BUSINESS IMPACT
IS REFLECTED IN
OUR NATIONAL AND
INTERNATIONAL
RANKINGS AND
RECOGNITION.

The University of South Australia Business School is a top-ranked and industry-engaged Australian Business School.

UniSA was established in January 1991 with the merging of some of the state's oldest educational institutions. Today it is South Australia's largest university and a leading provider of professional education.

Carving out a reputation for enterprise and innovation, the UniSA Business School is committed to educating business leaders with the knowledge, professional capabilities and experience to meet existing and emerging global challenges. Our mission is to prepare our graduates for global professional careers, and we achieve this by developing and delivering professional programs that meet the highest international standards.

Our programs are recognised by professional bodies in both Australia and overseas. We have achieved world-wide recognition from the prestigious Quacquarelli Symonds (QS) five Star rating, placing the UniSA Business School in the top one percent of Business Schools in the world. This is further complemented by QS specifically awarding five Stars for the program strength of the MBA - making this one of Australia's top MBA programs.

Complementing this achievement, our Business

School is one of only nine in Australia to be accredited by EQUIS – the EFMD Quality Improvement System.

The Business School follows the model set forth by the University as a 'University of Enterprise' - a model of integrating research expertise and quality teaching with real world problems. Our MBA program inspires professionals and future leaders to excel in current practice and to be better prepared for organisational and societal challenges.

We strive to continually demonstrate academic quality, professional relevance, strong corporate connections and international engagement. We value our many industry partnerships, corporate collaborations and exchanges with leading universities around the globe. Our partners support our world-class, multi-disciplinary research and help us to offer exceptional opportunities in our degrees and executive education programs.

Together with the Hong Kong Management Association, we look forward to supporting you in realising your professional and personal aspirations.

**Professor Marie Wilson
Pro Vice Chancellor
(Business & Law)
UniSA Business School**



THE BENEFITS OF OUR MBA



Executive Perspective

Mid-career professionals look at the challenges of business with the benefit of experience. MBA programs help students consider business problems and opportunities from a CEO's perspective. You'll become knowledgeable about the important concepts of key business disciplines, and also focus on integrating this knowledge with your prior background and experience.

Collaborative Learning

You may think of a university classroom as a competitive environment, however at the MBA level, building partnerships, alliances and other cooperative relationships becomes as important as competing with others. MBA programs focus on collaboration rather than competition. In the classroom and in study groups, you'll test your teambuilding skills and learn to rely on others to help you succeed. Successful MBA students learn how to share responsibilities with others and take advantage of each others' experience and knowledge for mutual benefit - a skill directly transferable to their work.

Application Focus

Applying what you learn to challenges and opportunities in the business world is essential to the MBA experience. As an MBA student, the workplace becomes a laboratory in which you test what you've learned in the classroom. Often, you will have opportunities to design projects that allow you to solve real problems you face at work as you complete course requirements.

Inspire Confidence

If you've developed your business skills and knowledge on the job, an MBA program can help you fill in the gaps, learn the language of business and give you a firm grounding in the fundamentals of various business disciplines for your career development.

OUR AWARD WINNING
MBA WILL PROVIDE YOU
WITH THE KNOWLEDGE,
SKILLS AND NETWORK
TO ADVANCE YOUR
CAREER IN SENIOR
LEADERSHIP ROLES.

**We live in a globalised world and our MBA
opens the door to new possibilities.**

The UniSA Business School's Master of Business Administration (MBA) has been designed to specifically suit the personal and business needs of busy professionals. With first-class, internationally focussed courses, our MBA will complement and provide a new perspective to your graduate management education, building your business management capabilities while adding valuable business connections and credentials.

Our postgraduate programs are recognised and respected around the world and our alumni work in high level professional roles globally. Your qualifications and our alumni networks will enhance your career prospects anywhere in the world. Our Business School has more than 50,000 alumni and over 500 corporate partners. Building networks is an important part of the ongoing relationship that our alumni have in the global community.

You will also benefit first-hand from our highly experienced teachers from across the globe. Their tuition will give you the insights of their extensive industry and professional experience.

That's why our MBA is among the frontrunners in international and Australian MBA rankings such as a 5 star rating from the Graduate Management Association of Australia (GMAA) for eight consecutive years. This recognises UniSA as one of the top business schools in Australia and is a great acknowledgment of the outstanding benefit to our MBA students.

We look forward to welcoming you and sharing in your success.

Dr Colin A. Sharp
Program Director: Master of Business Administration
UniSA Business School

A MESSAGE
FROM THE
MBA PROGRAM
DIRECTOR



RANKINGS AND RECOGNITION

OUR RANKINGS
RECOGNISE OUR
COMMITMENT
TO PROVIDE THE
HIGHEST QUALITY
OF EDUCATION
THAT IS RELEVANT
AND GREATLY
RESPECTED IN
THE BUSINESS
AND ACADEMIC
COMMUNITY.

5-star MBA for Eight Years and Counting

Our MBA attracts and develops inspiring business leaders. For eight years, we have been one of only two Australian institutions to be consistently ranked with five stars by the Graduate Management Association of Australia, one of the nation's most highly-regarded MBA ranking schemes.



EQUIS Accreditation

EQUIS is the world's leading international accreditation for business schools, awarded by the quality assurance arm of the European Foundation for Management Development (EFMD).

For more than ten years, the UniSA Business School has been accredited by EQUIS. We are one of just nine institutions in the country and 159 globally to be accredited by EQUIS.

EQUIS assesses all activities of an institution, including research, executive education and community outreach. Its scope covers all programs from bachelor degree to the Ph.D. It looks for a balance between high academic quality and the professional relevance provided by close interaction with the corporate world.

Choosing to study the MBA at the UniSA Business School means that your business education will be taught to the professional standards set by EQUIS. As a graduate, you can rest assured that yours will be a globally competitive degree that is recognised and respected internationally for its quality and relevance to industry. You will be equipped with the knowledge, skills and experience to succeed in your future career—no matter where in the world you choose to work, your future employers will know that the high quality of your education, together with your global outlook, means that you are ready to meet their needs.

QS Five Stars Rating

The UniSA Business School has been awarded a five-star rating in QS (Quacquarelli Symonds) Stars for Business Schools.

The prestigious international rating places UniSA Business School in the top one per cent of Business Schools in the world. In addition to the overall five-star rating, UniSA also received five stars in five sub-categories: teaching and student quality, internationalisation and diversity, facilities, engagement, and program strength in the Master of Business Administration (MBA).

The QS rankings made special mention of the UniSA Business School for showing excellent performance in establishing academic partnerships with other Business Schools around the world and in having a good proportion of international faculty staff.



Australian Financial Review BOSS

Ranked in the top 10 in Australia by the Australian Financial Review BOSS survey of MBA alumni, the University of South Australia's MBA is one of only two MBAs in Australia to have been included "Top Ten" every time since the rankings inception, reaffirming that our students are satisfied with their flexible and highly engaging learning experience.



PRME

The University of South Australia Business School is a signatory to the Principles for Responsible Management Education (PRME).

The PRME are inspired by internationally accepted values such as the principles of the United Nations Global Compact. They seek to establish a process of continuous improvement among institutions of management education in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century.

By adopting the PRME Principles the Business School has pledged to engage in a continuous process of improvement with regards to the application of the Principles, to share information on progress regularly and to contribute to the learning experience of the academic institutions participating in the PRME worldwide.

OUR TEACHERS AND STUDENTS



Integral to the design of our MBA is a focus on allowing our graduates to develop specific management qualities.

Our teachers

Our teachers reflect our globalisation and are skilled in the use of experiential teaching and learning approaches, thus ensuring that case studies and class discussions draw upon the depth and breadth of management experience amongst the students in each course.

As the largest university in South Australia and one of the largest in Australia we understand the importance of connecting with industry to keep our courses current and practical. As such, our programs are designed in close consultation with industry and business to ensure our students graduate with skills and knowledge they can immediately apply in the real world.

Our students

Our MBA students come from manufacturing companies, the education and health sectors, the professions, public service, management consulting, the small business sector, service industries, defence industries, not for profit organisations, and quite a number are successful entrepreneurs. They reflect a great variety of backgrounds and experiences, all of which add richness to the classroom environment.

Such diverse student cohorts are indicative of the many reasons people choose to do an MBA. Whatever the reason, the diversity of the student population ensures that teaching and learning occurs in an environment which is stimulating for everyone.

OUR GLOBAL ALUMNI

OUR POSTGRADUATE PROGRAMS ARE RECOGNISED AND RESPECTED AROUND THE WORLD AND OUR ALUMNI WORK IN HIGH-LEVEL PROFESSIONAL ROLES IN MANY COUNTRIES. YOUR QUALIFICATIONS AND OUR ALUMNI NETWORKS WILL ENHANCE YOUR CAREER PROSPECTS, WHEREVER YOU WISH TO WORK.



Stephen Sze
Hong Kong Alumni
Chapter's President

“There is no doubt in my mind that my MBA has helped me forge a successful career into senior management. As President of the Hong Kong Chapter, I am determined to help our members respond to the pressures of social and economic change in Hong Kong. I will help them to better meet these challenges, to fully develop their potential, to find their professional and personal footing in an ever-changing business and social environment by maintaining important personal, business and cultural links.”

Stephen graduated with an MBA from UniSA Business School in 2003. He has a finance and engineering background with qualifications as a Chartered Financial Analyst and is a qualified accountant. He gained his engineering qualifications at the University of Toronto.

He is currently working as an Assistant General Manager for China Everbright, a finance conglomerate with business in banking, trust, insurance, securities, asset management, environmental energy projects, airplane leasing, real estate, infrastructure, manufacturing and technology development throughout China, USA and Europe. Stephen is responsible for formulating and implementing investment strategy and policy, and also portfolio management.

Stephen joined the Chapter as a member of the MBA Club Committee in 2008 and served as Chapter Vice President from 2011-2014. He is now the President and lives in Hong Kong.

COURSE STRUCTURE



1. Strategic Thinking: Concepts and Tools
2. Accounting for Decision Making
3. Managerial Finance
4. International Business
5. Entrepreneurship and Innovation
6. Managing People and Organisations
7. Strategic Marketing
8. Ethics, Governance and Sustainability
9. Responsible Leadership

10. Managing the Global Workforce
11. Managing Employee Performance and Rewards
12. Strategic Research Project
Capstone Project in Human Resource Management

Award: MBA Human Resource Management

10. Investment Management
11. International Finance
12. Strategic Research Project
Capstone Project in Finance

Award: MBA Finance

OUR COURSES



Strategic Thinking : Concepts and Tools

This course provides students with theoretical and practical knowledge of strategic management and its impacts in organisational management and leadership and business conduct, principles and methods of management research and decision making.

Accounting for Decision Making

This course provides students with theoretical and practical knowledge of the application of accounting information to inform effective management decision making, and explores the role of accounting information in organisational management and leadership, business strategy, and business conduct.

Managerial Finance

This course provides students with theoretical and practical knowledge of the role and impact of business finance on organisational management and leadership, business strategy, and business conduct. To achieve this, the course considers the financial objectives of firms, and explores areas of financial risk, capital budgeting, corporate value and investment decision making.

International Business

This course provides students with theoretical and practical knowledge of the operation of business in the international arena, and explores its impact on organisational management and leadership, business strategy, and business conduct. The course considers the role of regulatory bodies and the influence of key societal and other factors on international business activities, examines current debates, theories and practices in the field of international business, and provides students with skills to analyse and apply micro and macro aspects of global business to organisational management.



Our MBA has a sharp focus on the application of knowledge and skills so you can realise your full management potential.

Entrepreneurship and Innovation

This course provides students with theoretical and practical knowledge of entrepreneurship and innovation, and explores their impact on organisational management and leadership, business strategy, and business conduct. The course provides existing and nascent entrepreneurs with a framework for thinking about the driving forces that underpin innovative and growth oriented entrepreneurial businesses, including application to newly formed ventures, existing small to medium size growth-oriented ventures, and entrepreneurial ventures within larger corporations.

Managing People and Organisations

This course provides students with theoretical and practical knowledge of the interconnections and relationships between organisational forms and human resource management. Globalization, entrepreneurship and the information age are driving radical shifts in organisational structures. Changing structures can impact on the organisations performance so the ways by which strategic human resource management may be understood and applied is important. Different organisational structures and human resource theoretical frameworks and how changes to these can assist managers to improve organisational outcomes.

Strategic Marketing

This course provides students with an understanding and application of recent research findings on Market and Brand management and the role and value that a strategic market management perspective can provide for enterprises. Students completing the course develop a body of knowledge that contributes to a comprehensive and integrated application of market management concepts to developments in the field of senior organisational management and leadership in diverse enterprise environments.



Our Business School Postgraduate Advisory Board meets several times each year to guide us in planning and evaluating the future strategies related to the MBA Program, and the relevance of our curriculum to our objective of helping students to become better managers.

Ethics, Governance and Sustainability

This course provides students with theoretical and practical knowledge of business ethics, corporate governance and sustainable business, and explores their impact on organisational management and leadership, business strategy, and business conduct. The course critically examines the role of business in society and how this role might be fulfilled.

Responsible Leadership

The aim of this course is to prepare students for senior leadership roles (nationally and internationally); specifically to lead in a multi-stakeholder context and cope responsibly with social leadership challenges at different levels (individual, organizational and beyond). Students will acquire theoretical and practical knowledge of leadership, explore what it means to be an effective and responsible leader and develop advanced leadership competencies.

Specialization: Marketing - Branding

The aim of this course is to enable students to critically assess and apply contemporary brand management practices.

Specialization: Marketing - Marketing Information and Analysis

This course offers theoretical and operational tools to conduct proper analyses of market data. Upon completion, students will possess skills and knowledge to analyse consumer demand and brand competition problems.

Specialization: HRM - Managing Global Workforce

This course provides students with theoretical and practical knowledge of the role and impact of international human resource management on management decision making, business strategy, and business conduct in the international business context. The course explores the complexities of managing human resources within international businesses and considers a range of human resource strategies available to managers to enable businesses to compete more effectively in today's global economy.



Spread across the courses are elements of the key graduate qualities which we seek our MBA graduates to take back into industry. Those qualities include ethics, leadership, international focus, ability to think critically and to work effectively in groups. More than 20 such desirable qualities were identified from a consultation process with industry leaders and our alumni.

Specialisation: HRM - Managing Employee Performance and Rewards

The aim of this course is to enable students to undertake performance and compensation management that establishes goals by analysing different approaches to performance appraisal and development, incorporating contemporary theory and practice of compensation of tangible and intangible rewards within an international context in order to achieve organisational performance outcomes.

Specialization: Finance - Investment Management

This course emphasises the fundamental principles of modern portfolio theory and its applications to the technical and practical aspects of investment analysis. The implications of the theory include an examination of the models for the relationship of risk and return as well as portfolio performance evaluation. The course also covers equity security analysis and valuation, the measurement and management of interest rate risk for bond portfolios, and the pricing of derivative securities.

Specialization: Finance - International Finance

This course aims to introduce students to the international financial system, provide students with an understanding of key parity and arbitrage relationships in international financial markets, explain the methods by which foreign exchange risk can be managed, and inform students of issues relevant to the making and financing of foreign investments.

Strategic Research Project

This course provides students with advanced theoretical and practical knowledge of principles and methods of management research applied in an organisation, the planning and execution of a research project, including establishing the key research issues, collecting data and analysing it, and writing a major report to a board or a senior management group.

Students completing the course develop an advanced body of knowledge that enables them to critically analyse and appropriately use research methods approaches to issues in organisations of all types, including global businesses, and provides a pathway to further learning and professional development after the MBA in their specialist areas.



OFFSHORE INTENSIVE TEACHING

Study Format

All 12 courses will be conducted through an offshore intensive seminar block teaching mode taught by both UniSA and local academic teaching staff. This trimester program will consist of 2 courses per trimester, all activities scheduled over 14 weeks. The following represents the trimester study schedule for a typical MBA student, with the exception that there is the option of a break week in the middle of the trimester, and there will be a minimum 2 week break between trimesters. Though a final assignment submission and exam week has been noted, due dates for assignments are often set for earlier in the study period.

Week 1	Pre-reading of Course Materials
Week 2	Intensive Seminar
Week 3	Study and Revision
Week 4	Intensive Seminar
Week 5	Study and Revision
Week 6	Study and Revision
Week 7	Study and Revision
Week 8	Study and Revision
Week 9	Study and Revision
Week 10	Study and Revision
Week 11	Study and Revision
Week 12	Study and Revision
Week 13	Study and Revision
Week 14	Exam/ Final Assignment Submissions
Week 15	Exam/ Final Assignment Submissions

Study Materials

Each course has its own secure UniSA Learnonline web resource page for ease of student access. Resources supplied differ depending upon the objectives of individual courses, but include written study materials, student and lecturer communication (including webinar option where appropriate), videos, useful external links and quizzes. All materials required prior to intensive seminars will be provided.

Assignments and Examinations

You will be assessed continuously throughout the programme and each course will have assignments for completion. There may also be an examination for some of the courses.

Assessment

Assessment varies from course to course and the varied assessment methods are focused upon the development of transferable skills which will provide immediate benefit in your future careers. Students will be notified prior to the commencement of each trimester as to the assessment structure and due dates for each course.

THE HONG KONG MANAGEMENT ASSOCIATION

Established in 1960, The Hong Kong Management Association is a non-profit-making organization which aims at advancing management excellence in Hong Kong and the Region.

Since its establishment, HKMA has played a major role in contributing to the economic success of Hong Kong by providing a wide variety of high quality management training and various services.

As a membership organization, HKMA currently has a collective membership of over 13,000 from different business sectors. Members of the Council and Committees comprise eminent persons in industry, commerce and education who constantly advise on the directions and activities of the Association.

As part of HKMA's commitment to providing opportunities of continuing development for local executives, a full-spectrum of management education programmes are offered, ranging from short courses and workshops through to Certificate, Diplomas, Bachelor, Master and Doctoral Degree programmes. Annually, over 2,000 integrated and well-balanced courses are offered to some 40,000 participants from different business sectors.



APPLICATIONS

Entry criteria

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

- > A recognised Bachelor degree or equivalent with 3 years management experience (including experience in supervision and financial management);

or

- > A Graduate Certificate in Business Administration or a Graduate Diploma in Business Administration or equivalent, with 7 years management experience (including experience in supervision and financial management)

and

- > Obtained either one of the following:
 - IELTS of 6.5 with reading and writing sub-scores of 6.0 within the last 2 years, or
 - An English test score in the last 2 years deemed equivalent to the required IELTS score
 - Recent tertiary study taught and assessed in English
 - Recent work experience in an English speaking environment

Applicants with the required management experience but without Graduate Diploma / Graduate Certificate can be given an offer of Graduate Certificate of Business Administration

Upon completion of the Graduate Certificate to the required standard, students are eligible for MBA enrolment with full credit for previous study, ensuring identical total study duration to a direct enrolment into the MBA.

How to apply

Applications can be made by contacting HKMA to request an application for admission package:

Telephone: Ms Vicky Chung 2774-8501
Ms Rachel Lee 2774-8596

Website: <http://www.hkma.org.hk/unisamba>



UniSA MBA Local Secretariat
The Hong Kong Management Association
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11 Yip Hing Street
Wong Chuk Hang
Hong Kong
Phone 2774 8501 / 2774 8596
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E-mail: degree.unisa@hkma.org.hk



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It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

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The University of South Australia reserves the right to alter, amend or delete any program, fee, course, admission requirement, mode of delivery or other arrangement without prior notice.