

An
MBA
that's
street
smart



SYDNEY
BUSINESS
SCHOOL

—
UNIVERSITY
OF WOLLONGONG

This isn't your normal, run-of-the-mill MBA.

Not by a long shot.

This is an MBA created to get you fit and ready to face the challenges of tomorrow's business world.



Welcome to new
way of learning.

Our MBA favours street smarts
over book smarts.

We're doing away with conventional
learning and introducing new and
more relevant ways to give you the
tools, understanding and experience
you need to succeed.

So instead of burying yourself deep
into textbooks, you'll learn to manage
and lead by getting hands-on and
solving real-life business problems.

So, are you ready to leave your mark
on the business world?

Welcome to Sydney Business School,
University of Wollongong.

The program

Developed by academics with extensive global business and research experience, our MBA will give you everything you need to take on the business world and thrive.

Our MBA includes ten core subjects with the choice of two electives, and consists of three stages:

Stage One

DIAGNOSTICS

Here you'll learn to diagnose issues in real organisations with a focus on marketing, talent management and accounting from a variety of perspectives.

You'll also develop communication, information and analytical skills while taking account of business ethics, regulatory governance and context-specific constraints.

Subjects include:

- Strategic Marketing Management
- Responsible Talent Management Strategies
- Accounting for Managerial Decision Making

Stage Two

EXPLORATION

Now it's time to explore the latest thinking and practices from leading organisations and research worldwide, and evaluate emerging options in today's business environment.

You'll also get the chance to fine tune your skills in research, creative thinking and problem-solving, ethical decision making, communication and team work.

Subjects include:

- Innovation, Entrepreneurship and Commercialisation
- Financial Strategy and Governance
- Design Thinking and Business Transformation

Stage Three

INTEGRATION & APPLICATION

In this final stage, you'll develop your strategic decision-making skills by undertaking a real-world project. Here, you'll have the opportunity to diagnosing the underlying issues and make strategic recommendations aimed at ensuring sustained success for the organisation and its stakeholders.

It's also your chance to sharpen your personal leadership skills, reflecting on the application of your learning and your future career development.

Subjects include:

- Decision Effectiveness in Strategic Management
- Responsible Leadership Effectiveness
- Strategic Business Project
- Leading Edge Management Cases

Meet our team

Our lecturers aren't just university teachers or academics. They're experienced business professionals with years spent in varying business industries both here in Australia and overseas.



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With extensive leadership experience in industry and universities, I combine real world focus with rigorous academic research, creating a learning environment which enables people to learn more about themselves, to clarify their own thinking about responsible leadership and to develop their leadership strengths.

Associate Professor Grace McCarthy

Dean, Sydney Business School,
University of Wollongong



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I am the Australia/New Zealand Principals for Responsible Management Education (PRME) Chapter Coordinator and a member of the United Nations PRME Advisory Committee. I am very passionate about the dynamic forces that exist between business, environment and society and strive to ensure business education is realistic and engaging. Our MBA focuses on responsible sustainable management practices and will produce accountable, future leaders.

Dr Belinda Gibbons



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I instigate, contribute to, and shape informed conversations that highlight the complexity that encompasses talent management. This is particularly pertinent given all the talk about the need to recruit and retain the best talent and the challenges associated with enacting strategically aligned talent management policies and practices. Applying rigorous methodologies, 15 years of industry experience, and an understanding of academic and practitioner debates, I question, evaluate and recommend how to manage talent in deliberate, effective and responsible ways.

Dr Sharna Wiblen



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I feel committed to the importance of research and how this informs our knowledge through impactful teaching and the learning experience. Importantly I believe we must show the impact of our knowledge through research and teaching on practice, performance, policy and how this influences outcomes in our society. Having consulted for a number of organisations in the UK and Australia and with a PhD and Masters from the London School of Economics, I understand how deep expertise and knowledge can drive practical productive value for organisations.

Professor Paul Gollan

MBA Course Director



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I enjoy experiencing industry collaboration leading to new products and services. Before becoming an academic, I had an extensive career in industry with over 20 years' managerial experience including product research, diverse integrated operations, process manufacturing, key customers, technical and laboratory services. I contribute to national and international committees developing management system standards with a focus on standardising frameworks for the sustained success of organisations.

Dr Adrian Tootell



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I enjoy teaching innovative marketing methods to our students, including my research areas of business analytics of big data, digital and social media marketing, digital innovations and service quality. I am an advisory board member of WebHawks IT (www.webhawksit.com) which is a digital business consultancy firm serving clients in Japan, Germany and the U.S. I am also the Chief Advisor of Digital Marketing Next (www.digitalmarketingnext.org) Consortium that investigates digital, social and analytics applications for global businesses.

Dr Shahriar Akter

Networking Events

There's an old saying about getting ahead in the business world:

“It's who you know,
not what you know.”

Well, we think it should a combination of both. That's why we give you the chance to connect and learn from some of the sharpest and brightest minds in the business world.

EXCLUSIVE MEDIA EVENTS

See and hear the experts in person discussing the Australian economy, healthcare policy for an ageing population, Federal Reserve policy in the US, and other interesting topics with the “who's who” of the Sydney and NSW business community.

You might even have lunch with a Nobel Laureate in Economics.

MASTERCLASSES

Learn from leaders of the business world about contemporary business and management issues on topics. The Masterclasses are designed to develop your skills in a range of business functions like:

- Shared value: Linking business profitability with social impact
- Business resilience, reinvention and adapting to market trends
- The human-side of project management
- Managing human capital to drive business results
- Social media and marketing
- Story-telling in the corporate environment

CAMPUS LOCATIONS

Classes are offered from our Sydney campus in Circular Quay and University of Wollongong's largest campus in Wollongong.

Both campuses provide tailored learning and teaching facilities, with full administrative, academic and personal support are welcoming places to study and relax.

FLEXIBLE CLASS TIMES

The MBA is formatted to fit in with your professional and lifestyle commitments. We offer three intakes per year in February, May and August. You can study on a part-time basis, and take trimester breaks if needed.

There are different class times to choose from including evening classes after 5.30pm, weekend classes, and block delivery.

Entry Requirements

Professional experience and the knowledge gained after many years in the workplace is important, and our entry requirements acknowledge this.

There are different ways to gain entry into the MBA:

BACHELOR DEGREE PLUS PROFESSIONAL WORK EXPERIENCE

A recognised Bachelor degree with an equivalent average mark of 50%, plus a minimum of three years' relevant full-time professional or managerial experience and a Statement of Motivation. The Statement of Motivation should be no more than one page, and address your motivation for studying the MBA with us; and how the degree will help achieve your career goals and aspirations.

EXTENSIVE PROFESSIONAL WORK EXPERIENCE

Extensive professional or managerial work experience combined with other tertiary qualifications such as Certificate IV or Diploma will be considered, plus the Statement of Motivation (described above).

Apply Now

Apply online or by filling out an application form:
sydneybusinessschool.edu.au/future/apply

Important Dates

TRIMESTER 1 2018

Applications Close	22 Jan
Trimester Dates (Inclusive of Examination Week)	5 Feb – 27 Apr

TRIMESTER 2 2018

Applications Close	30 Apr
Trimester Dates (Inclusive of Examination Week)	14 May – 3 Aug

TRIMESTER 3 2018

Applications Close	6 Aug
Trimester Dates (Inclusive of Examination Week)	20 Aug – 15 Nov

For further information about our school,
please visit sydneybusinessschool.edu.au
or contact our office at:

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Circular Quay NSW 2000

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e: future-business@uow.edu.au

Wollongong Campus

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The University of Wollongong attempts to ensure the information contained in this publication is correct at the time of production (July 2017); however, sections may be amended without notice by the University in response to changing circumstances or for any other reason. Check with the University for any updated information.
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