

# MBA MASTER OF BUSINESS ADMINISTRATION

2016 Melbourne | Cloud (online)



[deakin.edu.au/mba](http://deakin.edu.au/mba)

**KAREN STOCKS**  
MANAGING DIRECTOR,  
TWITTER AUSTRALIA  
Deakin MBA 2007

# WELCOME

I am delighted to introduce you to Deakin University's Master of Business Administration – a prestigious, flexible program that has been offered for over 30 years.

Through a choice of flexible learning options, Deakin's MBA program is focused on matching your study requirements with your career goals – and your lifestyle.

In 2015, Deakin's MBA was nominated among the world's top 25 online MBA programs in the prestigious QS University Rankings – it also holds a QS international five-star rating.

Whatever your location or study needs, Deakin's learning options offer you an MBA experience that is rich and engaging.

And it's more than simply acquiring skills and knowledge. Our MBA is underpinned by a commitment to enhance your career, expand your networks and advance your professional development.

Taught by highly-skilled academic staff with strong industry links, it is a program that's continually informed by contemporary and relevant content.

Deakin's MBA will challenge, captivate and inspire you. Importantly, it will be an enduring and valued credential to further your career.

I look forward to welcoming you to Deakin University and the world of professional excellence.

**DR COLIN HIGGINS**  
**MBA PROGRAM DIRECTOR**



# QUALITY AND FLEXIBILITY

The Deakin MBA is an internationally accredited program that fits around you.

Embedded in the realities of global business, the Deakin MBA equips you with knowledge, real-world skills, and business and management best practice. It is also about your potential – it will develop your skills, enhance your career opportunities and expand your professional networks.

Whether you are seeking promotion or looking for a new career direction, an MBA demonstrates that you are an aspiring employee who is prepared to invest in your career.

We offer unparalleled flexibility – you have a choice of learning delivery options: online, on campus, residential and experiential. Study with us how and when it suits you.

In 2015, Deakin's online MBA program was ranked among the Top 25 in the world – and the best in Australia – by the prestigious university rankings organisation QS. It is rated by QS for its program strength and for the delivery of an 'attractive and recognised program with a very high graduate employability rate'.

Deakin's MBA holds the highest 5-star rating by the Graduate Management Association of Australia (GMAA) and is also internationally recognised and EPAS accredited by the European Foundation for Management Development.

Deakin University is a pioneer in off-campus education and a current higher-education leader in online learning.

The university's sophisticated and innovative online learning platform – CloudDeakin – provides you with a highly-visual, media-rich and interactive learning experience. It also offers you the flexibility to study when and where it suits you best.

QS DISTANCE/ONLINE  
MBA RANKINGS



# PROGRAM STRUCTURE



The Deakin MBA integrates fundamental business knowledge with sophisticated analytical skills to enable you to make well-reasoned and evidence-based business decisions.

The program structure equips you with an integrated view of business – so you can contribute to the development of strategy and identify the organisational dynamics needed to implement that strategy.

You will study with motivated executives from around the world who are also developing their managerial potential.

Our MBA students and graduates – your peers – make critical business decisions every day. They lead change, they develop strategy, and they work to reposition their organisations for ongoing success.

At the heart of our program is the latest thinking about the world of business – as well as networking and career development.

Choose to specialise in one of 20 different specialisations or customise your study to meet your career objectives.

## Entry requirements

Our entry requirements are designed to ensure you're studying with experienced professionals. In order to gain entry, you need:

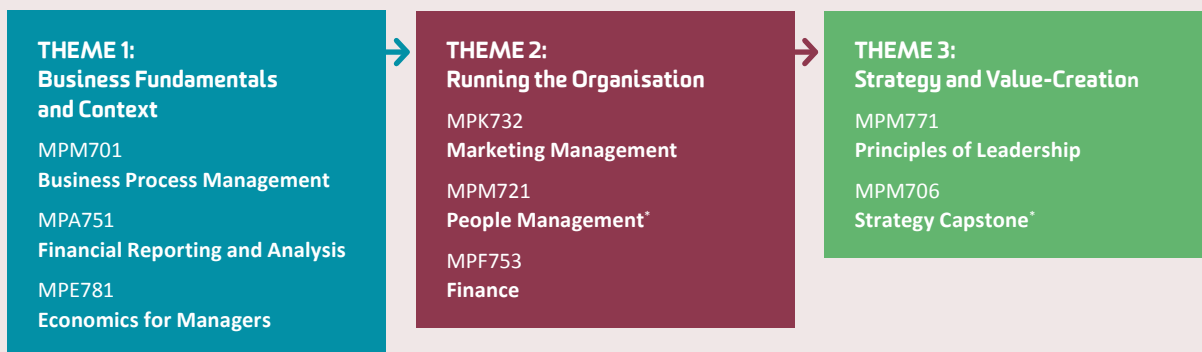
- An undergraduate degree (of at least three years full-time study) at a university or other approved education provider
- Three years full-time (or equivalent part-time) **managerial** or **professional** work experience

If you don't have an undergraduate degree, you may gain entry with a master's degree plus three years professional or managerial work experience, or a graduate certificate (in a relevant area) plus at least five years professional or managerial work experience.

Articulation into the MBA is available on completion of the Graduate Diploma of Business Administration or Graduate Certificate of Business Administration.

You are also required to:

- Submit a current resume, current contact details of two professional referees and a one page brief outlining why you believe your work experience would be valued by your MBA peers.



\* Subject to final approval.



## Specialisations

Accounting

Arts and cultural management

Business analytics

Business consulting

Corporate governance

eBusiness and supply chain management

Environmental sustainability

Finance

Financial planning

Health and human services management

Human resource management

Innovation

International and community development

International trade and business

Leadership

Marketing

Project management

Property and real estate

Public management

Research project

Retail management

Strategy and planning



[deakin.edu.au/courses](https://deakin.edu.au/courses)



## Experiential learning

### 1 Residentials

Offering a combination of theory and practice through guest lectures, site visits and experiential activities, residential units provide a rich and unique learning perspective, and an opportunity to meet fellow managers to develop your professional network. The residentials provide an excellent environment and opportunity to build your teamwork, communication, leadership, and interpersonal skills: The very skills that are in high employer demand. By enhancing your MBA in this interactive, face-to-face intensive mode you will achieve a valuable point of difference in the job market. These units involve six consecutive days of intensive study where you complete one unit at our award-winning and purpose-built Deakin Management Centre in Geelong.

### 2 International study tours

Join study tours to China, India, Europe or the United States and complete units of study while travelling. Study tours immerse you in the culture and customs of international business. Visit leading international companies, talk to global managers, and study at some of the world's best business schools. Combine the best of three worlds – international business, cultural understanding and gain credit towards your degree.

### 3 Audacious Leadership

Audacious Leadership is an adventure-based unit that uses the principles of experiential learning to illuminate theories and models of leadership, and it provides real on-the-job experience. It is about professional and personal development: becoming a leader who is adventurous, fearless, intrepid, bold and daring. This unit will challenge your habits of perception and reaction, allowing you to gain insight into your own leadership by focussing on your strengths and weaknesses.

### 4 Internships and practicums

Are you seeking to change careers? Sectors? Industries? Do you want to gain experience in a new sector, while studying? An internship or practicum enables you to add value to your studies – and to a prospective employer – while gaining credit toward your degree. This option is all about developing professional experience and new capabilities – an invaluable link between academic learning and your transition into a new career.

For more information:

[deakin.edu.au/buslaw/enhance-study/audacious](https://deakin.edu.au/buslaw/enhance-study/audacious)

[deakin.edu.au/buslaw/enhance-study/study-abroad](https://deakin.edu.au/buslaw/enhance-study/study-abroad)

[deakin.edu.au/buslaw/enhance-study/residentials](https://deakin.edu.au/buslaw/enhance-study/residentials)

# 5 REASONS TO CHOOSE THE DEAKIN MBA

1



## Internationally recognised excellence

Deakin's MBA is one of Australia's premier business qualifications. It is internationally recognised and EPAS-accredited by the European Foundation for Management Development. It holds the highest 5-Star rating by the Graduate Management Association of Australia (GMAA) – a rigorous and independent assessment of business schools across Australia. Deakin's online MBA program was ranked among the Top 25 in the world – and the best in Australia – by prestigious university rankings organisation QS.

2



## Highly flexible

We offer you outstanding flexibility through a choice of learning delivery options: online, on campus, residential and experiential. Our award-winning and innovative online learning platforms – DeakinSync and CloudDeakin – deliver an MBA program that is a highly visual, media-rich and an interactive learning experience.

3



## Industry experience

You'll be studying with working professionals – 92% of our current students are working full-time while they study. Our teachers are internationally-recognised researchers and the core units are supported by industry adjuncts – working managers who make critical business decisions everyday.

4



## Networking and support

Throughout your study you can talk in-depth with career counsellors and engage in professional development opportunities with our alumni. We offer a tailored Career Development Program, an active Deakin MBA Alumni Chapter and regular networking and professional development events.

5



## Experiential learning

Learn by doing on an international study tour, an adventure-based sea voyage, or a six-day residential intensive – enabling you to test your new management skills in a real-world environment.



## DAVID PIFARRE

PRINCIPAL ADVISOR,  
HSEC TRAINING AND  
COMPETENCY DEVELOPMENT,  
RIO TINTO

'The MBA builds on my existing experience and also provides me with insight and exposure to areas of business outside of my profession and industry.'



## WENDY MARSHALL

GENERAL MANAGER,  
PROGRAM MANAGEMENT  
OFFICE, MYER

'The MBA strengthened my skills and understanding of the business world. I became more confident in expressing my own opinion and to more effectively see the big picture in all situations, which enabled me to think and act more strategically.'



## KAREN STOCKS

MANAGING DIRECTOR,  
TWITTER AUSTRALIA

'Working in the social media sector, I appreciated Deakin's commitment to new technologies and their extensive use of online tools to enable social interaction and connectedness with other students. I was able to learn about global connectedness with new media, experience it as I was studying and this matched well with my professional working life.'

### OUR MBA ALUMNI



88%

DECISION-MAKING ROLE

90%

LEADERSHIP ROLE

94%

AUTONOMY



# INDUSTRY AND CAREER CONNECTIONS



Deakin's MBA program offers outstanding opportunities to expand your networks and enhance your career.

## **Career Development Program**

Our tailored, career development program helps you to leverage your MBA and make the next move. Facilitated by industry professionals, this program offers a mix of tailored career workshops and one-on-one counselling to help you to identify your career goals, develop concrete action plans, and to formulate successful career development strategies.

## **Industry career campus fellows**

Running through all trimesters we have an in-house resident executive recruiter from industry to help you with targeted assistance to structure your approach in a variety of industries. Our career campus fellows can help you whether you're planning to move up, or transition your career, or whether you want advice on moving between sectors. The campus fellows rotate every trimester so you get the latest insights about the job market from working recruitment specialists.

## **MBA Networking and professional development**

Join Deakin MBA Alumni and current students to learn from industry experts about latest trends and thinking in business. These regular events are opportunities for networking with, and learning from industry professionals – a mix of thought leadership and practical tips on business success!

## **Deakin MBA Alumni Chapter**

Our MBA was first offered in 1981. Since then, the Deakin MBA Alumni Chapter has grown to over 6,000 members spread across 130 countries. Join our alumni at professional development and networking events, and connect through a variety of social media platforms. Our alumni give back to the university – you will see them in our classes and at our networking events. They're keen to help you with your next career move, as a mentor, and to offer business advice.

## **Deakin MBA advisory board**

You can be assured that what you're learning has been through rigorous scrutiny by our industry advisory board. This group of alumni and business professionals includes representatives from EY, Commonwealth Bank, Hewlett Packard, ANZ and Qantas. We're fortunate to have Jo Fisher from Jo Fisher Executive Search as chair of our advisory board.



# SMART AND CONNECTED



## Our teachers walk the talk

Dr Paul Harrison teaches marketing in Deakin's MBA. He is also a researcher, consultant and adviser to government, industry and NGOs on issues of consumer behaviour and communication theory.

Paul's research has taken him to Yale University, Harvard University, King's College London, and Rutgers University. He has consulted to Nestle, the Therapeutic Goods Administration, eBay, and the Australian Competition and Consumer Commission, on consumer behaviour issues.

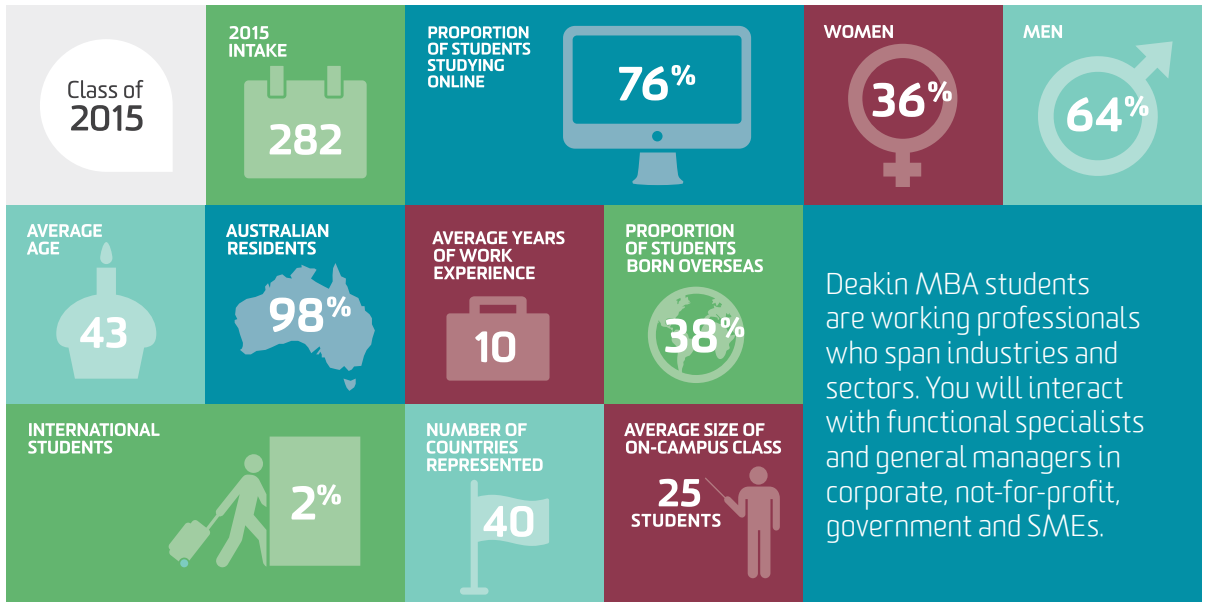
You may have seen him on the ABC1 program *The Checkout*, or heard him co-hosting ABC Radio National's consumer behaviour program, *Talking Shop*. Rigorous research and on the ground engagement is critical to understanding why people do what they do. 'Consumption is a fascinating component of what it is to be human in the 21st Century – my job is to help managers understand humans and how business contributes to their needs'.

Before joining Deakin, Paul was CEO of contemporary dance company Padma Menon Dance Theatre, a professional opera singer with Victoria State Opera, Australian Opera and several other roles within the arts industry and public service. He is a director of the Telecommunications Industry Ombudsman and the Asylum Seeker Resource Centre, a member of the Consumer Insights Panel at the Essential Services Commission and VicHealth's Expert Panel in social marketing.

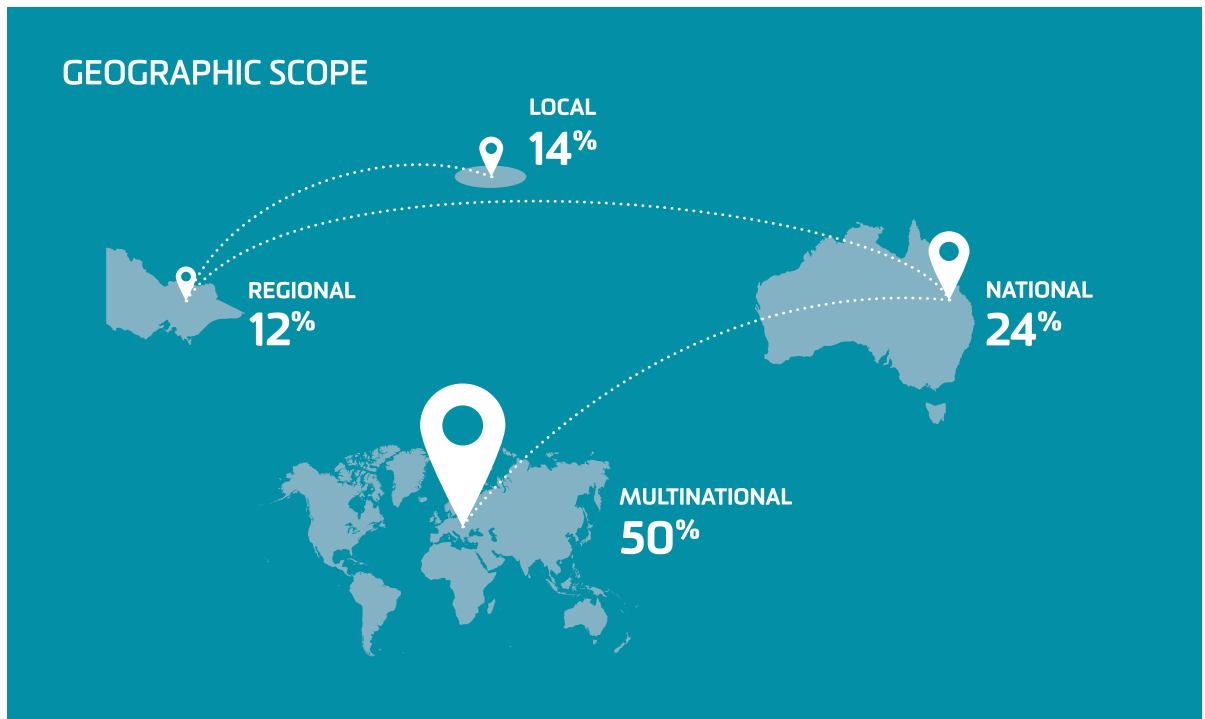
These roles enable Paul – your teacher – to interact with people at the 'top of their game'. They provide insight into how businesses operate, and they reinforce Deakin's teaching as amongst the best in the world.

**'I love ideas. Passion isn't enough. We need passion plus ideas – what is most rewarding is when students look at an issue or problem from a totally unexpected perspective, and then tease out ways to solve it. It's just the best feeling to see smart students really thinking about a topic.'**

## WHO ARE THE DEAKIN MBA STUDENTS?



## WHERE DO OUR STUDENTS WORK?



# APPLY

## Application closing dates

### T3 2015/2016

November 2015

### T1 2016

February 2016

### T2 2016

July 2016

## Apply online

[deakin.edu.au/apply](http://deakin.edu.au/apply)

## Trimester dates

### T3 2015/2016

9 November 2015 – 5 February 2016

### T1 2016

7 March – 27 May 2016

### T2 2016

11 July – 30 September 2016

### T3 2016–2017

7 November 2016 – 3 February 2017

## Scholarship information

[deakin.edu.au/study-at-deakin/scholarships-and-awards](http://deakin.edu.au/study-at-deakin/scholarships-and-awards)

[deakin.edu.au/study-at-deakin/international-students/apply/step-4-check-costs-and-scholarships/global-leaders](http://deakin.edu.au/study-at-deakin/international-students/apply/step-4-check-costs-and-scholarships/global-leaders)

## Find out more

[deakin.edu.au/mba](http://deakin.edu.au/mba)

## MBA PATHWAY COURSES

Not sure if you want to sign up for the full MBA? Or don't have an undergraduate degree? We have two pathway courses that provide alternative entry in to the MBA program.

These shorter courses carry straight over to the MBA. They require an undergraduate degree, but we can waive that requirement if you have at least five years of managerial/professional work experience.

### Graduate Certificate of Business Administration

This four unit program includes three MBA core units, and the opportunity to complete an elective. These include:

- MPM701 Business Process Management
- MPA751 Financial Reporting and Analysis
- MPE781 Economics for Managers
- Plus any MBA elective

### Graduate Diploma of Business Administration

This eight unit program provides an excellent introduction to MBA study. The structure is:

- MPM701 Business Process Management
- MPA751 Financial Reporting and Analysis
- MPE781 Economics for Managers
- MPM721 Organisational Behaviour
- MPK732 Marketing Management
- Plus any three MBA electives

[deakin.edu.au/mba](http://deakin.edu.au/mba)

Published by Deakin University in July 2015. While the information published in this guide was accurate at the time of publication, Deakin University reserves the right to alter, amend or delete details of course offerings and other information published here.

For the most up-to-date course information please view our website at [deakin.edu.au](http://deakin.edu.au).

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