

MBA newsletter Issue 1, 2006

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Do you know of any newsworthy events? Would you like to communicate to all staff and students involved in Deakin's MBA program? If your answer is yes, send your contributions to peter.oppenheim@deakin.edu.au by May 1st, 2006.

Doing an MBA is more than just undertaking to study and pass a graduate course in Business Administration. The challenge that students embarking on an MBA set themselves is to navigate their way along a personal journey of discovery and development. Students returning to continue their MBA studies will identify with the bitter-sweet reality of graduate study. On the one hand there is the personal development that comes from new experiences, new knowledge and new networks while on the other hand there is the struggle to balance working lives and personal lives with a new competitor for timeThe MBA !

Your MBA newsletter

My advice to all students irrespective of your background is to lead a well balanced life during your time as a student at Deakin. This means specifically allocating time for all activities. It is only by a carefully planned schedule that you will be able to meet all the demands upon your time, whether it is personal, social, family, work or study. If you feel you need assistance or would like to discuss potential problems with a counsellor, Deakin University offers a range of services to help all students. The Deakin Home page is a good place to start when looking for help.

At the Deakin Business School we are constantly seeking to improve our courses and the delivery of our courses. For example this year we are extending our revision weekends to include a revision weekend in Brisbane. In addition we are also incorporating an "Employment Opportunities Seminar" in the Melbourne revision weekend. If this proves successful it will be extended to other locations.

The International Study Tour to China has been particularly successful and this year we are also investigating the possibility of extending this program to include a study tour to India. Such a tour would enable students to study International trade with India, Indian Business Strategies, Indian culture and could even include a friendly Inter-University cricket match during the tour.

You can see there is a lot happening at Deakin, I hope this newsletter will help to keep you informed of some of the innovative ways by which we aim to provide you with the best MBA.



Associate Professor Peter P. Oppenheim
MBA Director

Finally, let me conclude by saying that as you make your way along the route to your MBA, your personal journey of discovery and development will be enhanced if you actively participate and network with your fellow MBA students. To this end, I would encourage you to use every opportunity to communicate with your peers, contribute as much as you can in your group work, be as active as you can be on DSO and if you are able to attend a revision weekend later in the semester, make sure you bring sufficient business cards with you.

Good luck for all your studies in 2006.

Peter P. Oppenheim
MBA Director



The DBS Academic Advisory Board is a joint body of university and industry people who consider all aspects of our courses and provide advice on its direction.

The position of current student representative is vacant and we're seeking expressions of interest in this position. The Board meets, on average, three times a year.

If you would like to register an expression of interest or find out more about what's involved, please email or phone Tanya Castleman (Tanya.Castleman@deakin.edu.au; 03 9244 5527) by 17th March 2006.

Taking an active role in guiding your MBA Message from the Head, DBS

The start of the new year is always an exciting time in the academic calendar and this year is no exception. If you're new to the MBA program in 2006, may I welcome you to the course. If you're continuing from last year, welcome back. If you've been studying over the summer semester – we admire your dedication to study and hope you've had some time for relaxation and refreshment as well as the work!

The DBS has a number of initiatives and new programs this year and already the calendar seems full.

The DBA (Doctor of Business Administration) is starting this year. This doctoral program combines advanced coursework with a substantial original research project oriented to business practice. The DBS website provides more information about this course which is particularly of interest to people who want to study beyond the MBA and are attracted to the idea of doing a significant research project. Please contact me if you'd like more information or advice about the DBA.

On Monday the 20th of February, the DBS launched its new joint program with CIMA (The Chartered Institute of Management Accountants). This is an accelerated path to the MBA for members of CIMA, very similar to the successful CPA-MBA that Deakin has offered for a number of years. CIMA is an international professional body. Its

headquarters are in London and it has active branches in many countries around the world, including Australia. The program was launched by the Victorian Treasurer, the Hon. John Brumby in Melbourne. We're looking forward to working with CIMA on this program.

As Melburnians prepare to revel in (or, alternatively, bear with stoic grace) the Commonwealth Games, we're preparing for two major events of our own. On the 26th of April, the DBS is hosting the inaugural Brookes Oration at the Toorak campus. The Oration will be delivered by Mr Hugh Morgan. At the dinner following the oration, the Brookes medals for 2006 will be awarded to the top two graduating MBA students. Please check the DBS website in the coming weeks for information about the Oration and, later on, about the medal winners.

The second event is Deakin Week (22-26 May). During this week the university showcases its achievements and activities. The DBS Alumni Chapter will hold a breakfast meeting on Thursday, 25th May at the RACV Club in Melbourne. There will be a number of public seminars and presentations scheduled, so if you're in Melbourne then, you might take in some of the events that Deakin has on offer. The Deakin website will carry details of these activities.

I wish you all the very best for a successful year of study. We are committed to providing you with a stimulating and enjoyable educational experience, one that will provide new insights and help you with your career.

Professor Tanya Castleman
Head, Deakin Business School

The new CBR

Associate Professors John Hall and Heath McDonald of the Deakin Business School have recently been appointed as Directors of the Centre for Business Research. The Centre for Business Research is a Faculty Research Centre located at the Toorak Campus. Both John and Heath have a background in applied marketing research where they have undertaken a variety of projects as disparate as identifying and measuring attitudes of AFL supporters to measuring the attitudes of wine consumers.

From 2006 the Centre will reposition itself to focus on research issues both of an applied and a theoretical nature relating to Economics, Commerce and Management. MBA students interested in any aspect of applied business research are welcome to contact either John or Heath to gain advice and discuss potential research projects.

To contact John or Heath write to
johnhall@deakin.edu.au or
hmcd@deakin.edu.au

Associate Professor John Hall



Professor Tanya Castleman
Head, Deakin Business School



Learning about business in China the experiential way

When the feedback from students include reflections such as these, it makes the Deakin Business School (DBS) think that they are on the right track.

"What I experienced in Shanghai is without doubt one of the most extraordinary group experiences of my life. ... Group members were able to leverage the strengths of the other members to help cope with uncertain situations, solve problems, provide support, and enrich the learning and social experience. Shane Lyons, 2005

"I felt that I learnt so much! Textbooks never could have given me the same depth of understanding about China and the issues pertaining to business management and HRM in China. This was real learning in action. As a distance education student, I also found it immensely valuable to spend time with other MBA students, and benefit from their knowledge and impressions of what we were learning. Carrol Lapsys, 2005

"I had one of the most amazing learning experiences of my 43 years of life.

That experience was the Deakin China Study program." Tom Walsh, 2004

As part of its suite of flexible delivery options in the MBA the DBS has just completed its third annual international study program to China and Hong Kong. This experiential study program is a critical component in helping the MBA students to develop the competencies required to understand the business challenges of globalisation, innovation and change, and managing diversity.

This three-week program which offered two MBA subjects - 'International Business Management' and 'Human Resource Management', was led by Marie Trigg and Ann Lawrence. It employed cultural immersion, experiential learning and adult learning techniques. In Shanghai, the students attended seminars provided by academic staff of the East China University of Politics and Law and Deakin University.

Site visits and presentations by company senior executives in Shanghai and Hong Kong are an integral part of the experience. These included Coles Myer Asia, ANZ Bank, Alcoa Aluminium Products, BlueScope Steel, the Weifu Manufacturing Company and Wuxi.



Cultural activities are also a key component of the learning experience. In 2005 these included city tours, the Chinese acrobats, the Shanghai Development Centre, and Nanjing to provide insight into different cultural environments. Some of the group are seen here enjoying a visit to the famous to the Leaning Pagoda in the historic city of Suzhou.

Ann Lawrence
Senior Lecturer

The fourth annual DBS China Study Program will be conducted from 24 November to 13 December 2006. Further information is available on the DBS website at <www.deakin.edu.au/buslaw/dbs/china>

Dates for your diary

MBA students lead a busy life balancing the demands of family, work and study. To assist you, here are the important dates to be aware of in managing your enrolment between now and the end of first semester 2006.

31 Mar If you're an international fee-paying student considering withdrawing from a Semester 1 unit, make sure you do so by 31 March 2006 as fee retention rates increase from 50% to 100% after this date.

If you're a domestic fee-paying student considering withdrawing from a Semester 1 unit, make sure you do so before 31 March 2006 as 100% fee retention rates apply after this date.

1 May Semester 1 and Supplementary Exam Timetable released.

Check your personal exam timetable on StudentConnect. If you wish to change the Examination Centre for your exam, contact Assessments now by sending an email to:

<ext-exam@deakin.edu.au>

8 May Last date to withdraw from a Semester 1 unit with a "Withdrawn Late" (WL) grade listed on your academic record.

29 May Last date to change your Examination Centre but there will be a penalty fee.

5 Jun Last date to withdraw from a Semester 1 unit with a "Withdrawn Fail" (WN) grade listed on your academic record. After this date, the grade listed will be "Fail" (N).

12 – 23 Jun Semester 1 and Supplementary Exam Period.

Note that although 12 June is the Queen's Birthday Public Holiday, the University is open and exams are conducted on this date.

14 Jul Results for Semester 1 and Supplementary Exams are released on StudentConnect and via SMS to a nominated mobile phone.

If you do have any queries about your enrolment, please contact a Student Adviser.

On Campus Students 03 92445043
Off-campus students 03 5227 3447

Wendy Miles Co-ordinator
Postgraduate Student Administration

Forget-us-not

Since the MBA was first offered over 20 years ago an alumni society has been in operation. We invite you to continue the tradition.

As you would expect, the MBA alumni chapter consists of many successful graduates from a variety of professions and countries: they include business executives, consultants, entrepreneurs, health care professionals, government executives, corporate officers, investment bankers, even politicians and senior clergymen. It gives you a powerful network of business and professional contacts to tap into.

A series of networking events are organised throughout the year which give you a great opportunity to keep in touch with alumni from your years at Deakin and with people from previous years also, providing you with a wonderful networking resource. Additionally the events are designed to keep your knowledge up to date, with a range of staff members and alumni sharing knowledge about the current issues confronting business people today.

If you would like to register your interest in the MBA Alumni Chapter, please do so at <http://www.deakin.edu.au/alumni/welcome.php>. There is no charge for membership. We look forward to hearing from you.

Caroline Whiteside
MBA Alumni Co-ordinator



The Dean, Professor Philip Clarke - contemplating an Inter-University cricket match during a recent trip to India

