MBA
MASTER OF BUSINESS ADMINISTRATION
2016
Melbourne I Cloud

KAREN STOCKS
MANAGING DIRECTOR,
TWITTER AUSTRALIA
Deakin MBA 2007

deakin.edu.au/mba
I am delighted to introduce you to Deakin’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
THE DEAKIN MBA

Deakin’s MBA is internationally recognised and EPAS accredited by the European Foundation for Management Development.

Deakin Business School is accredited by AACSB International, the longest serving global accrediting body for business schools in the world. Only 5% of business programs worldwide are AACSB accredited. Deakin Business School is one of only 3 in Victoria, Australia.

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.
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:

• a bachelor’s degree in any discipline and three years professional or managerial work experience, or
• a graduate certificate in a related discipline 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
• International students will require an IELTS overall score of 6.5 (with no band score less than 6) or equivalent.

PROGRAM STRUCTURE

THEME 1: Business Fundamentals and Context
MBA710 Business Process Management
MBA711 Financial Reporting and Analysis
MBA712 Economics for Managers

THEME 2: Running the Organisation
MBA720 Marketing Management
MBA721 People Management
MBA722 Finance

THEME 3: Strategy and Value-Creation
MBA730 Principles of Leadership
MBA731 Strategy Capstone

DEAKIN.EDU.AU/MBA
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 programs
Join study tours to China, India, Europe or the United States and complete units of study while travelling. Study programs 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.

More information
deakin.edu.au/buslaw/enhance-study/audacious
deakin.edu.au/buslaw/enhance-study/study-abroad
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. 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. In addition, Deakin Business School is accredited by AACSB International, the longest serving global accrediting body for business schools in the world.

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
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.
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
Deakin MBA students are working professionals who span industries and sectors. You will interact with functional specialists and general managers in corporate, not-for-profit, government and SMEs.

**WHO ARE THE DEAKIN MBA STUDENTS?**

- **Class of 2015:** 282
- **2015 Intake:**
  - Women: 36%
  - Men: 64%
- **Proportion of Students Studying Online:** 76%
- **Australian Residents:** 98%
- **Average Years of Work Experience:** 10
- **Proportion of Students Born Overseas:** 38%
- **International Students:** 2%
- **Number of Countries Represented:** 40
- **Average Size of On-Campus Class:** 25 students

**WHERE DO OUR STUDENTS WORK?**

**Geographic Scope:**
- Local: 14%
- Regional: 12%
- National: 24%
- Multinational: 50%
### Application closing dates

**T3 2016**
October 2016

**T1 2017**
February 2017

**T2 2017**
June 2017

**Trimester dates**

**T2 2016**
11 July – 30 September 2016

**T3 2016–2017**
7 November 2016 – 3 February 2017

**T1 2017**
6 March – 16 June 2017

**T2 2017**
10 July – 20 October 2017

### Scholarship information


### Fees

The Deakin MBA is a full fee-paying course. View current fees at [deakin.edu.au/fees](http://deakin.edu.au/fees).

### 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 into 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:

- MBA711 Financial Reporting and Analysis
- MBA721 People Management
- MBA720 Marketing Management
- Plus any MBA elective

#### Graduate Diploma of Business Administration

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

- MBA711 Financial Reporting and Analysis
- MBA712 Economics for Managers
- MBA721 People Management
- MBA720 Marketing Management
- MBA722 Finance, or
- MBA710 Business Process Management