



Štipendium MBA

University of Western Australia ponúka štipendium vo výške **3,600 dolárov** piatim najlepším zahraničným študentom, ktorí sa prihlásia na dvojročný program **Master of Business Administration**

- Štipendium sa udeľuje na základe študijného priemeru z bakalárskeho štúdia
- Prihlásiť sa na tento program je potrebné do konca **SEPTEMBRA**

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DID YOU EXCEL IN YOUR BACHELOR'S DEGREE?

Study grants are now available for top performing international students who are looking to further their career with a Master of Business Administration

University of
Western Sydney
Bringing knowledge to life



The University of Western Sydney (UWS) is offering study grants, **valued at \$3,600 each** to five high performing international students who enrol to study the Master of Business Administration (MBA) at the Sydney Graduate School of Management in Quarter 4 (September) 2013.

ABOUT THE SYDNEY GRADUATE SCHOOL OF MANAGEMENT MBA PROGRAM

The Master of Business Administration program at the Sydney Graduate School of Management is a learning opportunity that will aspire and challenge you to reach your potential. Whether you are looking to climb the corporate ladder, build your own business or take a not-for-profit to the next level, our MBA program is your pathway to success.

Our MBA is designed to be practical and relevant to today's evolving business world. Our subjects address the issues you will face as a business leader and have been designed in close consultation with a range of stakeholders including industry and professional associations.

The course comprises business foundation and core units which provide students with key skills such as business communication and analysis, as well as a general

knowledge of the basics of business e.g., Accounting, Economics, and Statistics. Upon completion of the foundation and core, students complete a suite of six units in one of the following specialisations: Hospitality and Tourism, Human Resources Management, Innovation and Entrepreneurship, Logistics and Supply Chain Management, Management, Marketing, and Sustainable Business.

GAIN PRACTICAL EXPERIENCE

You will have the opportunity to gain practical experience through either an internship or a business project. The Business Project provides you with the opportunity to work closely with an organisation or business entity to apply the knowledge and skills gained in the foundation courses to a real-world business program. The highly competitive Business Internship is designed for students who wish to undertake a real-life project in their chosen field while attending an industry based internship.

ABOUT UWS

UWS, recent recipient of the Prime Minister's Australian University Teacher of the Year award, is one of the largest universities in Australia with over 40,000 students and campuses spread across the Greater Western Sydney region. UWS has a reputation for innovation and relevance in teaching and research, ranked 11th among Australia's 39 universities for achievement in the prestigious Australian Research Council major grants.

TERMS AND CONDITIONS

- There are five study grants available valued at \$3,600 each.
- The study grant offer is only available to international students enrolled in the Master of Business Administration (MBA) (course code 2761, CRICOS code 079261D) in Quarter 4 (September) 2013 and is not valid for other intakes or programs.
- After the 14 October 2013 census date, students enrolled in this course will be assessed based on their Grade Point Average (GPA) from their most recent Bachelor's degree. The five highest performing students will each be awarded a study grant. Successful students will be notified via their official UWS email account with instructions on how to collect their grant after the 14 October 2013 census date.

For more information about studying at UWS including course details, how to apply, tuition fees and financial requirements, assessment methods, accommodation options and living in Australia, please visit www.uws.edu.au, contact internationalstudy@uws.edu.au or call +61 2 9852 5499.

Act on your future now
www.sgsm.edu.au

MASTER OF BUSINESS ADMINISTRATION

HOSPITALITY AND TOURISM, HUMAN RESOURCES MANAGEMENT, INNOVATION AND ENTREPRENEURSHIP,
LOGISTICS AND SUPPLY CHAIN MANAGEMENT, MANAGEMENT, MARKETING, SUSTAINABLE BUSINESS

COURSE SUMMARY

COURSE	2761 Master of Business Administration
CAMPUS	Parramatta
DURATION	Two (2) years full time
FIRST INTAKE	September (Q4) 2013
CREDIT POINTS	160
INDICATIVE 2013 TUITION FEE	AUD \$23,440 Annual AUD \$2,930 per 10 credit points
ENTRY REQUIREMENTS	Applicants must have successfully completed an undergraduate degree, or higher, in any discipline
STUDY SEQUENCE	Qualification for this award requires the successful completion of 160 credit points. This includes: <ul style="list-style-type: none"> • Four general foundation units • Four core units • Six specialist knowledge units • 20 credit point business internship or capstone project unit
CRICOS CODE	079261D

2013
POSTGRADUATE STUDY

MASTER OF BUSINESS ADMINISTRATION

GENERAL FOUNDATION UNITS

- The Contemporary Business Environment
- Business Communication Skills
- Understanding Contemporary Organisations
- Integrated Business Experience 1

CORE UNITS

- Financial Reports for Decision Making
- Contemporary People Management
- Integrated Business Experience 2
- Economics PG

SPECIALIST KNOWLEDGE UNITS

Hospitality and Tourism

- Gastronomy and the Food and Beverage Experience
- Facilities and Venue Management
- Tourism Management
- Event Management
- Hospitality and Tourism in Society
- Strategic Marketing for Hospitality and Tourism

Human Resources Management

- Industrial Relations and Workplace Change
- Strategic Employment Relations
- Developing Human Capital and Organisational Capability
- Employment Relations Professional Practice
- Reward Management
- Diversity, Labour Markets and Workforce Planning

Innovation and Entrepreneurship

- Innovation for New Markets
- Innovation, Creativity and Foresight
- New Venture Finance
- Entrepreneurial Management Capabilities
- Innovation Through Digital Technology
- Governance, Ethics and Social Entrepreneurship

Logistics and Supply Chain Management

- Business Operations and Logistics
- Project Management
- Supply Chain Management
- Purchasing and Materials Management
- Compliance Management
- Logistics Processes in ERP

Management

- Managing in the Global Context
- Strategic Management
- Compliance Management
- Leading Contemporary Organisations
- Innovation, Creativity and Foresight
- Governance, Ethics and Social Entrepreneurship

Marketing

- Marketing Systems
- Buyer Behaviour
- Applied Marketing Solutions
- Business Marketing
- Integrated Brand Management
- Strategic Marketing for Managers

Sustainable Business

- Creating Sustainable Organisations
- Business, Society and the Environment
- Social and Environmental Accounting
- Governance, Ethics and Social Entrepreneurship
- Developing Sustainable Places
- Innovation, Creativity and Foresight

CAPSTONE UNITS

- Business Project **OR** Internship

General Foundation Units

The Contemporary Business Environment

The unit provides foundational knowledge that is needed to appreciate the role of the major functional areas of a business and the complexities involved in managing these in an uncertain and complex global setting. Emphasis is placed on the influence of the economic, socio-cultural, economic, political, and technological environments on a business and the need for businesses to adopt a global perspective in formulating and implementing strategic interventions for enhancing competitiveness.

Business Communication Skills

This unit is designed to assist students enhance their research skills and their ability to make written and oral reports suitable for presentation to employers and clients in a modern business and commercial environment.

Understanding Contemporary Organisations

Integrative unit that is underpinned by the theory of the firm and provides students who have not undertaken a business program previously with an overarching framework for their studies. It would bring together the various discipline areas underpinning the operations of the firm and identify the complexity of their interactivity in achieving sustainable outcomes.

Integrated Business Experience 1

Successful managers must be able to view organisational issues from multiple perspectives and be able to utilize a range of different skills to make the best decisions. This unit introduces the concept of this multi-faceted approach by taking the knowledge gained in earlier units and applying via case studies. Students will be expected to work independently to solve common issues facing organisations using critical, integrative and creative thinking. It is recommended that this unit be the final subject within the graduate certificate.

Core Units

Financial Reports for Decision Making

This unit focuses on developing the ability to use accounting information, as extracted from financial reports, to assist with managerial decision making. Students will gain financial literacy through developing an understanding of the information contained in financial reports and applying this information to practical decisions. This unit emphasises the function of both financial and management accounting in measuring, processing and communicating information useful for decision making.

Integrated Business Experience 2

This unit takes this multi-faceted approach by utilizing the knowledge gained in earlier units and applying this via case studies. An international focus provides students with the opportunity to consider issues on a much broader scale. Students will be expected to work with a group simulation to solve common issues facing organisations using critical, integrative and creative thinking.

Economics PG

This unit presents a broad overview of economics to provide students with the tools to succeed in business, finance, government and other organisations. Students will reflect critically on microeconomics, macroeconomics, ethical, social, and environmental responsibility and the state of the global economy. In microeconomics, the emphasis is on the economics of large organisations; their behaviour, the different market structures within which they exist, their interaction with the State through regulation, taxation and public programs and their ethical responsibilities. Organisations also exist within a macro- and global economy subject to cycles, crisis and inequalities. Students will be given the tools to understand how cycles and crisis occur, the government policy which can be used to respond to them and the uneven development of different countries and cultural groups in the global economy.

Contemporary People Management

Specialist Knowledge Units

HOSPITALITY AND TOURISM

Gastronomy and the Food and Beverage Experience

This unit focuses on the provision of food and beverage as one a fundamental operational component of almost all hospitality businesses. As consumer understanding of food and beverage increases there is a need for the industry to also advance their knowledge and offerings which extend beyond the traditional food and beverage frameworks in order to stay competitive. The role of food within the society and subsequent commercial implications, including gastronomic tourism, food quality and safety are discussed as part of this unit.

Facilities and Venue Management

Increasingly hospitality orientated businesses are involving large scale or specialist facilities and venues which are constantly needing to be developed, maintained and redeveloped. This unit would provide an understanding of key principles involved in the design (and redesign) of the use of space using an understanding of the principles of service-scapes and planning for a customer experience. Combinations of functional, organisational, environmental and aesthetic aspects are considered against a context in which organisations must manage revenue and distribution channels to remain competitive and sustainable.

Tourism Management

This unit considers concepts of tourism management and explores the structure of tourism from a systems approach across and Australian and international context. Consideration is given to the tourist motivation to explore why tourism is undertaken, ranging from the traditional to special interest. The objectives and benefits/risks are considered from each stakeholder's perspective where stakeholders may include relevant government organisations, tour operations, consumers, and service providers throughout the Tourism Supply Chain. Planning of the tourist experience is also explored to provide an improved understanding and management of tourists

Event Management

The hospitality industry involves a wide range of skills many of which are accentuated in event management. Whilst investigating the concept of events students are asked to consider the logistics and management involved in the creating an event based experience for their guests. To facilitate the provision of an event experience this unit investigates areas of risk management, planning and logistics, event stakeholders, media and volunteer management.

Hospitality and Tourism in Society

Increasingly hospitality orientated businesses are involving large scale or specialist facilities and venues which are constantly needing to be developed, maintained and redeveloped. This unit would provide an understanding of key principles involved in the design (and redesign) of the use of space using an understanding of the principles of servicescapes and planning for a customer experience. Combinations of functional, organisational, environmental and aesthetic aspects are considered against a context in which organisations must manage revenue and distribution channels to remain competitive and sustainable.

MASTER OF BUSINESS ADMINISTRATION

Strategic Marketing for Hospitality and Tourism

Services marketing capabilities are essential for a career in hospitality. Marketing identifies customer needs, targets market segments, and designs products and communications to serve those customers. This unit examines service marketing in the hospitality context with particular focus on the accommodation sector. It considers the roles played by salespeople in packaging and joint branding marketing strategy for hospitality and tourism.

HUMAN RESOURCES MANAGEMENT Industrial Relations and Workplace Change

Industrial Relations and Workplace Change is designed to equip current and future employment relations professionals and practitioners with the knowledge necessary to analyse and implement the processes for workplace change and workplace-level bargaining. The understanding of workplace change covered in this unit includes an emphasis on rights, obligations and “voice”. The unit focuses on workplace change problem solving for employee engagement and dispute resolution in both local and global workplace change contexts.

Strategic Employment Relations

This capstone unit aims for students to acquire the skills, knowledge and understanding of the challenges of managing people strategically in complex and turbulent environments. The unit examines theories on business strategy, strategic management, human resource strategy and industrial relations strategy. The use of knowledge of HR and IR in strategic analysis and evaluation for transforming the people management function is explained. Management practice is considered through examining ways of acting strategically relative to tendencies for the human resource function to become mired in tactical responses. The tools and techniques for analysing, implementing and evaluating strategy are emphasised.

Employment Relations Professional Practice

Employment Relations Professional Practice concentrates on communicating and performing as employment relations professionals. Students practice the activities undertaken by professionals, such as advocacy and presentation, team work, information and knowledge management, research, analysis and problem solving, and producing reports, policies and analytical essays, with opportunities for feedback. The focus is knowledge of the ER professions, such as the role, function and ethics of human resource managers, industrial officers and the role of professional bodies in Australia and internationally. Support for academic practice will accompany professional activities. The unit is designed for those wanting to build a career in employment relations.

Reward Management

This unit enables employment relations professionals to deploy advanced practitioner skills in specific workplace and institutional contexts. The management and the negotiation of reward are emphasised. Innovations such as strategic and total reward strategies are critically examined. These innovations relate to the key issues of market-imperatives and fairness, including the balance between collective and individually-determined reward and reward strategies related to performance.

Developing Human Capital and Organisational Capability

Diversity, Labour Markets and Workforce Planning

INNOVATION AND ENTREPRENEURSHIP Innovation for New Markets

Emerging and new markets represent opportunities for innovation and entrepreneurial activities. However, rapid deployment mobile communications capable of accessing online environments offers opportunities for new products, services and applications to be developed in these markets and extended into developed markets. This unit introduces students to frameworks, principles and issues associated with entering new markets.

Innovation, Creativity and Foresight

As in Sustainable Business specialisation.

New Venture Finance

This unit introduces students to essential theories, frameworks, principles and requirements for understanding and seeking funding for new ventures. Frameworks for developing sustainable financial principles and support for new ventures focus on investor philosophy and approaches to new ventures as they start and mature into defined businesses. A dynamic approach to initial and subsequent funding for developing innovations and entrepreneurship is emphasised recognizing that most new ventures are not fully funded at launch. Students will be introduced to commercialization, development of business plans designed to seek funding and support.

Entrepreneurial Management Capabilities

Developing innovation and entrepreneurial capability is essential for all small, medium and large businesses. This unit introduces students to theory, concepts, frameworks for understanding and developing innovation and entrepreneurial thought, capability, infrastructure and platforms. Key innovation and entrepreneurship activities including leadership, developing teams, information requirements and systems, ideation, feasibility, commercialization, funding and legal issues are addressed in this unit.

Innovation Through Digital Technology

Innovation through Digital Technology recognizes that current economic development and leadership is based on digitization of the global economy. Clusters of technology contribute to the development of new and redefined industries, infrastructures and innovation principles. This unit introduces students to principles, frameworks developments in innovation associated an emerging digital collaborative information platform. Development of digital technology for the platform is explored, as well as new products, services, applications and “renderings” produced using the platform. Scenarios for digital economy innovation, new business and information platform developments out to 2025/30 are also explored in this unit.

Governance, Ethics and Social Entrepreneurship

As in Sustainable Business specialisation.

LOGISTICS AND SUPPLY

CHAIN MANAGEMENT

Project Management

This unit introduces students to the philosophy, tools and techniques for effectively managing projects in an organisation. Learning activities focus particularly on case analysis; cases of success and of failure. Participants will be required to apply lessons from cases to real-world examples in ways that are relevant to their future careers. Topics include organisational strategy and project selection, identification of stakeholder needs, project definition, tools and techniques, human resource issues, team management, project planning, developing networks, scheduling and control, resource allocation and control, cost analysis and budgetary control, and determinants of project success and project failure.

Supply Chain Management

The movement of product from suppliers through to transformation at a factory and then on forward to distributors and customers is an expensive process. The ability of the manager to balance these costs against increasing customer service expectations and to integrate the complex network of business relationships of the organisation is essential. Supply chain management goes beyond operational and logistical issues to cross-functional integration of key business processes both within the organisation and across the external network of organisations that comprise the supply chain. Managing the supply chain in the context of globalisation and increasing international trade provides opportunities for delivering value to customers. Case studies are a key learning strategy.

Purchasing and Materials Management

This unit provides the concepts, tools and techniques needed in purchasing and materials management. It includes purchasing policy and strategy, organising and staffing in purchasing and materials functions, supplier selection and

evaluation, price/cost analysis, negotiation skills, inventory management, value analysis and standardisation, purchasing in the international market, government purchasing, and legal aspects of purchasing. These issues are examined in contexts such as the opportunities of globalisation and new information and communication technologies. A key learning strategy is case analysis.

Compliance Management

This unit comprises three modules that focus on the risk management, performance measurement, and quality systems. A framework for risk management is examined that will guide managers in developing risk management strategies in specific industries. Performance measurement and benchmarking provides firms, managers, and employees with a better understanding of the strengths and weaknesses of the organisation and its business processes. The quality systems module explores quality management principles, quality management systems, and the quality tools and techniques needed for creating customer value and improving competitiveness and organisational effectiveness. Students are required to select and study only two of the three modules.

Logistics Processes in ERP

Specialised unit where key logistics processes (procurement, sales, production and inventory) are taught using an ERP system (SAP ERP system). This replaces Enterprise Resource Planning (200780) unit, given this is mainly on implementation of ERP systems rather than actual application modules.

Business Operations and Logistics

MASTER OF BUSINESS ADMINISTRATION

MANAGEMENT

Strategic Management

Strategic Management integrates business functional knowledge. The practical approach provides opportunities to use a range of strategic analysis tools and to engage in problem-solving (individually and collaboratively). Simulated strategic decision-making that includes data interpretation and generating options requires exercise of communication, research, and information literacy capabilities. This unit will allow MBA graduates to interpret data, generate strategic options and contribute to strategic decision-making in a number of organisational contexts.

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Innovation, Creativity and Foresight

Students are introduced to ideation as an approach to developing ideas into possible innovative products, services and applications. Students will be exposed to a variety of brainstorming, creativity and foresight methods and tools in the context of developing and moderating workshops and formats for managing these methods. Students will experience and apply scenario planning approach to selected focal ideas or themes associated with sustainability and other key innovation issues.

Governance, Ethics and Social Entrepreneurship

Social entrepreneurship is an emerging area of knowledge and practice offering possibilities for effective and ethical inclusion of previously marginal contributors to business and institutional development. Governance, ethics and institutional social responsibility are vital foundations for development of social entrepreneurship. Inclusion and recognition of these contributors in association with innovators, entrepreneurs, and supporting institutions and agencies may form a cluster or ecosystem for regional regeneration. This unit introduces students to principles and frameworks and issues associated with social entrepreneurship and regeneration.

Managing in the Global Context

Leading Contemporary Organisations

MARKETING

Marketing Systems

This unit introduces students to marketing from a holistic point of view which considers social, economic and organisational marketing systems. The unit also covers the evolution of marketing environments and the corresponding adaptations to marketing. Further emphasis is given to businesses capacities to engage in markets and therefore considers areas such as risk management, governance and financial assessments. This unit exposes students to the systematic and analytical approaches expected from them in postgraduate studies in marketing.

Buyer Behaviour

Understanding buyers and the market they interact in is central to the effective management of the marketing system. This unit is designed to provide a framework for exploring well-established, current, and emerging topics in consumer behaviour. An applied approach is used to explore how buyers from different social and culturally diverse backgrounds behave. Using this information to make business decisions will also be introduced.

Applied Marketing Solutions

Many decisions made by marketing managers need to focus on a solutions based approach as part of longer term strategic planning. However, in order to determine a viable 'solution', managers must be able to source and understand relevant, meaningful information. This unit provides students with the basics of understanding marketing data, but more importantly how to use it to come up with resolutions to business issues. Emphasis is placed on analysis of the data using a range of case studies. Students will also have the opportunity to research a business issue relevant to their own interests and business needs.

Integrated Brand Management

This unit focuses on a holistic approach to creating value through the brand building process and including integrated marketing communication strategies. The main objective of the unit is to address the value creation process and the central role that brands play as the mechanism for value creation and communication with interest groups (consumers, employees and other stakeholders). This unit will also cover corporate communications and new media as means of value creation strategies.

Business Marketing

Strategic Marketing for Managers

SUSTAINABLE BUSINESS

Creating Sustainable Organisations

Creating Sustainable Organisations explores new pathways to sustainability and leadership for the 21st Century, encouraging continual reflection and discussion on the nature and implications of current debates on environmental and social issues. It examines different models and strategies designed to balance the need for business growth with responsiveness to social and environmental issues. Creating Sustainable Organisations provides students with the skills to lead in ways that will enable them to be active participants in the solution to the planet's environmental and social problems.

Social and Environmental Accounting

This unit reflects the expanding scope of corporate accountability, the rise of corporate environmentalism and the role of stakeholder pressures such as regulation in driving changes to organizational performance measurement and reporting. It provides students with an appreciation of the range of organisational stakeholders and the changing expectations for social and environmental responsibility and accountability. In particular, students will explore issues relating to social and environmental accounting, triple bottom line measurement and disclosures and corporate governance.

Governance, Ethics and

Social Entrepreneurship

Social entrepreneurship is an emerging area of knowledge and practice offering possibilities for effective and ethical inclusion of previously marginal contributors to business and institutional development. Governance, ethics and institutional social responsibility are vital foundations for development of social entrepreneurship. Inclusion and recognition of these contributors in association with innovators, entrepreneurs, and supporting institutions and agencies may form a cluster or ecosystem for regional regeneration. This unit introduces students to principles and frameworks and issues associated with social entrepreneurship and regeneration.

Developing Sustainable Places

This unit provides an understanding of environmental, economic and social issues arising from the effects of urban development within city regions and examines the relationship between sustainable development and metropolitan planning in the Australian and global context. It focuses on the concepts related to sustainability, sustainable development and sustainable cities. It also looks into recent initiatives towards the realisation of sustainable cities.

Innovation, Creativity and Foresight

Students are introduced to ideation as an approach to developing ideas into possible innovative products, services and applications.

Students will be exposed to a variety of brainstorming, creativity and foresight methods and tools in the context of developing and moderating workshops and formats for managing these methods. Students will experience and apply scenario planning approach to selected focal ideas or themes associated with sustainability and other key innovation issues.

Business, Society and the Environment

Capstone Units

Business Project

This unit provides students with the opportunity to apply the knowledge and skills gained in previous sessions to solve a real-world business problem. This would be an action-learning project with the student working closely with an organisation or business entity to undertake an assignment for the organisation (e.g. evaluation of a particular international business opportunity culminating in specific recommendations for future action).

Internship

The Business Internship is designed for students who want to gain industry experience and further their studies through a business internship. This Business Internship unit is based on a project style unit which requires students to undertake a research project in their chosen field whilst attending an industry based internship. These highly sought after internships will be filled on a competitive basis and will be arranged by the UWS Careers and Cooperative Education Unit (CCEU).

MASTER OF BUSINESS ADMINISTRATION

2013 POSTGRADUATE STUDY

How to apply

International students apply direct to the University of Western Sydney. For full details please visit www.uws.edu.au/international/admissions

Further information

For more information about studying at UWS, including course information, English language requirements, intakes, tuition fees, assessment methods, accommodation options, financial obligations, and living in Australia, please visit www.uws.edu.au/international or contact internationalstudy@uws.edu.au

The University of Western Sydney reserves the right at all times to withdraw or vary courses listed within this publication.