



# SYDNEY BUSINESS SCHOOL

The Sydney Business School (SBS) builds on the traditional strengths and reputation of the University of Wollongong. We have established a strong reputation for providing flexible, innovative educational opportunities and for having established strong ties to the business community.

Opportunities for lifelong learning at the SBS include a varied academic portfolio of an MBA, six professional Master programs and two doctoral programs (DBA/PhD). Our well-qualified teaching staff have real-world experience in business and industry, and have developed academic programs that prepare our graduates for careers in a number of business disciplines.

In addition, the School offers a range of professional short courses and executive education to corporate, industry and government partners. Current partnerships include a Graduate Certificate of Management customised to meet the specific needs of Australia Post staff, and the Supply Chain Executive Program for logistics professionals, offered in conjunction with Efficient Consumer Response Australia (ECR) and global IT company Accenture.

Internationally, we are involved in partnerships with overseas educational organisations in France, Spain, Thailand, UK and USA. Nationally, we are a founding member of the Australian National Business School.

## SBS LOCATIONS

The Sydney Business School operates from two main locations, Wollongong and Sydney. SBS Sydney combines the convenience and vibrancy of an inner-city location with the proven quality of a UOW education. SBS Wollongong combines the lifestyle of the coastal location with access to the full resources of the UOW main campus. SBS courses are also delivered at UOWD, in Dubai, United Arab Emirates.

All SBS programs are offered at both the Sydney and Wollongong campuses. Note there are different session dates and intakes for each campus:

- Wollongong: two sessions—February and July—as per other UOW courses
- Sydney: flexible entry with four intakes per year—January, April, June and September

## AUSTRALIAN NATIONAL BUSINESS SCHOOL

The Sydney Business School is a founding member of the Australian National Business School (ANBS), a consortium of six Australian universities dedicated to the provision of high quality, innovative management education. Through our membership of ANBS our students have access to the combined resources of the member universities. Being a member of the ANBS the School also offers students the opportunity to participate in the annual intensive South East Asian summer school, which provides students and managers from throughout the world with an opportunity to strengthen their understanding of global management issues, with a particular focus on Asia. This program generally involves two weeks of intensive study in Penang, Malaysia.

Please see [www.anbs.com.au](http://www.anbs.com.au) for details.

## PROFESSIONAL LINKS

The SBS has been accredited by and/or gained membership to a number of professional bodies, in order to ensure the quality of its programs. These include:

- Chartered Institute of Logistics and Transport in Australia (CILTIA)
- Chartered Institute of Logistics and Transport in UK (CILTUK)
- Chartered Institute of Purchasing and Supply (CIPS)
- European Foundation for Management Development (EFMD)
- Hong Kong Logistics Association (HKLA)
- UAE Ministry of Higher Education and Scientific Research
- Australian National Business School (ANBS)
- Logistics Association of Australia (LAA)
- Australia & New Zealand Academy of Management
- Australian Industry Group
- Dubai Quality Group
- Australian Business in the Gulf

Information on the SBS can be found at: [www.uow.edu.au/sbs](http://www.uow.edu.au/sbs)

Detailed course and subject information can be found at: [www.uow.edu.au/handbook/current/pg/gsb](http://www.uow.edu.au/handbook/current/pg/gsb)

## RESEARCH CENTRES

### CENTRE FOR HEALTH SERVICE DEVELOPMENT

[chsd.uow.edu.au](http://chsd.uow.edu.au)

The Centre researches issues involving the provision of health services and advises government and non-government bodies on policy issues relating to health. It has strong links with other universities and a number of influential industry partners.

### CENTRE FOR SUPPLY CHAIN SOLUTIONS

[www.uow.edu.au/sbs/research](http://www.uow.edu.au/sbs/research)

The Centre for Supply Chain Solutions strives to become Australia's leading research institution dedicated to supply chain management. Drawing on research and the consulting experience of UOW staff, the Centre conducts applied research to solve the challenging supply chain problems encountered by business for sustainable supply chain improvement.

## CENTRE FOR GOVERNANCE AND ETHICS IN BUSINESS

[www.uow.edu.au/sbs/research](http://www.uow.edu.au/sbs/research)

Corporate governance and the ways in which its principles and practice are applied in both the public and private sector is an increasingly important and relevant area of research for the school. Issues associated with the roles and responsibilities of boards and directors, executive remuneration, corporate social responsibility and government/regulators' legislative and other responses are of particular interest.

Research is focused in the areas of the governance and regulation of the financial services sector, governance confronting the not-for-profit and community sectors, and public sector management.

## RESEARCH DEGREES

### DOCTOR OF PHILOSOPHY (PHD)

CRICOS 059329K

*Duration* 3 years

*Starting sessions* Wollongong: Autumn & Spring; Sydney: Intakes A/B/C/D

*Entry requirements* Listed on page 18.

### DOCTOR OF BUSINESS ADMINISTRATION (DBA)

CRICOS 047174A

*Duration* 3 years

*Starting sessions* Wollongong: Autumn; Sydney: Intake A

*Entry requirements* An MBA or Masters degree related to business or management plus relevant work experience. Applicants should also submit a 2000-word proposal describing the candidate's preferred areas of research interest. Research interests should be related to topics listed on the SBS website.

The DBA focuses on professional business practice, providing managers with research skills that can be applied to issues of organisational leadership.

The DBA differs from a PhD as it comprises one-third coursework subjects (48cp) and two-thirds research (96cp). The coursework component provides students with the opportunity to develop a detailed research topic and the skills and research methodologies necessary to successfully complete the research component.

## COURSEWORK DEGREES

Please refer to page 21 to find out how the qualifications and marks obtained in your country equate to the general entry requirements shown below.

### MASTER OF BUSINESS ADMINISTRATION ADVANCED

CRICOS 048696M

*Duration* 2 years (96cp)

### MASTER OF BUSINESS ADMINISTRATION (MBA)

CRICOS 013031G

*Duration* 1.5 years (72cp)

### GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

CRICOS 029140E

*Duration* 1 year (48cp)

### GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

CRICOS 029139J

*Duration* 6 months (24cp)

*Starting sessions*

Wollongong: Autumn/Spring

Sydney: Intake A/B/C/D

*Entry requirements* Recognised Bachelor degree with an average mark of at least 60%, plus a minimum of two years' relevant full-time professional experience; or admission via a formal Articulation program as described below.

Business Administration courses are fully integrated, allowing articulation between each course level as shown below:

<b>MBA Advanced</b> 16 subjects		
<b>MBA</b> 12 subjects	+ 4 more subjects	= MBA Advanced
<b>GradDip BA</b> 8 subjects	+ 4 more subjects	= MBA
<b>GradCert BA</b> 4 subjects	+ 4 more subjects	= GradDipBA

The MBA is designed for experienced professionals who wish to develop their managerial skills in order to operate effectively in an increasingly competitive and evolving global business environment. MBA students develop a portfolio of key management skills that range from strategic analysis and decision making, through to an appreciation of global business challenges, marketing, strategic finance and corporate governance. The compulsory subjects focus on practical issues and concepts, providing a strong foundation for the elective subjects that follow. At the completion of the MBA program, graduates should be able to approach business problems analytically and make strong and informed managerial decisions.

# SYDNEY BUSINESS SCHOOL

## COURSE STRUCTURE

Nine core 6cp subjects:

- Accounting for Managers
- Managing People in Organisations
- Marketing Management
- Economic Analysis of Business
- Information Systems for Managers
- Financial Strategy
- Corporate Governance
- International Business Strategy
- Strategic Decision Making

Elective subjects can be chosen from other SBS or postgraduate-level approved university subjects to extend the range of disciplinary studies, or to focus on one specific area.

MBA Advanced students complete the MBA plus an additional four 6cp electives, specialising in one of the following disciplines:

- Accounting
- Finance
- Economics
- Human Resource Management
- Information Systems
- Management
- Marketing
- Engineering
- Engineering Management
- Environmental Engineering
- Health Management
- Public Health
- Internet Technology
- Electronic Commerce
- Information Technology Management
- Information & Communication Technology
- General Management\*
- International Business\*
- Logistics\*

\*General Management, International Business and Logistics are the only specialisations available at SBS Sydney. All specialisations can be completed at the Wollongong campus.

Graduate Diploma and Graduate Certificate students complete programs of 8 and 4 subjects respectively, from MBA core subjects.

## ADVANCED STANDING

Advanced standing (credit) for three subjects is available for members of the following professional accounting bodies, providing they meet specified criteria:

- Australian Society of Certified Practising Accountants (CPA)
- Institute of Chartered Accountants in Australia (ICAA)
- Association of Chartered Certified Accountants (ACCA)
- Chartered Institute of Management Accountants (CIMA)
- Hong Kong Society of Accounting (HKSA)

## ARTICULATION INTO THE MBA

The Sydney Business School offers the opportunity to complete two Masters degrees in two years, through its formal Articulation programs with the MBA. The advantages of following a formal Articulation program include:

- Complete two degrees instead of one. At many other universities, you will need 1.5 to 2 years to complete just an MBA.
- The first degree can be a specialist Masters related to your previous studies or intended career, followed by the business and managerial skills required for career progression which the MBA will provide. This increases your employment prospects as you will have developed both your technical/specialist skills as well as your managerial skills during your study.
- Save at least one session's tuition fee in the MBA. This is because you receive exemption from up to six subjects in the MBA after completing the first Masters degree.

## ADMISSION, OFFER AND VISA INFORMATION FOR ARTICULATION PROGRAMS

Entry requirements for the above degrees can be found in the relevant Faculty page as noted. Students must also meet the MBA professional experience requirement: in the case of students entering the MBA via one of the above formal Articulation programs, the requirement is at least one year full-time of relevant professional experience.

An offer of admission can be given to both courses (your first Masters and the MBA) upon application, allowing you to obtain a visa for the full two years of study.

Alternatively, you can apply for admission to the first Masters, obtain your visa for one year, then apply for Articulation to the MBA (and an extension of your visa by one year) after you have completed the first Masters.

Offers and eCOEs issued under a formal Articulation package will include exemption from 4 subjects in the MBA. Students may be eligible for exemption from a further 2 subjects (total 6 subjects). Please note that exemption from 6 subjects may not qualify as "2 years of full-time" study as defined by DIAC for Graduate Skilled Migration.

The following degrees are approved for formal Articulation into the MBA:

COURSE	FACULTY	PAGE
Master of Accountancy	Commerce	28
Master of Applied Finance	Commerce	28
Master of Commerce	Commerce	26
Master of Engineering Management	Engineering	42
Master of Engineering Practice	Engineering	42
Master of Forensic Accounting	Commerce	27
Master of Health Leadership and Management	Health & Behavioural Sciences	46
Master of Information Technology Management	Informatics	52
Master of International Business	Sydney Business School	65
Master of Management	Sydney Business School	65
Master of Project Management	Sydney Business School	65
Master of Retail Management	Sydney Business School	65
Master of Science (Logistics)	Sydney Business School	65
Master of Strategic Human Resource Management	Commerce	29
Master of Strategic Management	Commerce	28
Master of Strategic Management and Marketing	Commerce	29
Master of Strategic Marketing	Commerce	29

**MASTER OF HEALTH LEADERSHIP & MANAGEMENT**

Please refer to the Faculty of Health & Behavioural Sciences—see page 46.

**MASTER OF INTERNATIONAL BUSINESS (MIB)**

CRICOS 026342G

*Duration* 1 year (48cp)

*Starting sessions*

Wollongong: Autumn, Spring

Sydney: Intakes A/B/C/D

*Entry requirements* Recognised Bachelor degree.

The Asia – Pacific region encompasses many diverse cultural influences and contains the most exciting, dynamic economies of the 21st Century. Business operation in this region is continually being transformed through sudden fluctuations of foreign currencies, changing government regulations and socio-political upheavals, providing many challenges for implementing international business strategies. The MIB examines issues impacting on the Asia – Pacific region through the application of sound and workable business strategies.

**COURSE STRUCTURE**

Eight 6cp subjects:

- International Business
- International Business Economic Environment
- International Financial Management
- Managing in Multi-National Companies
- Marketing in a Global Economy
- Contemporary Cross-Cultural Issues in Business
- Project Management
- Supply Chain Management

**MASTER OF MANAGEMENT**

CRICOS 048588D

*Duration* 1 year (48 cp)

*Starting sessions*

Wollongong: Autumn/Spring

Sydney: Intakes A/B/C/D

*Entry Requirements* A recognised Bachelor degree with an equivalent average mark of 60%.

The Master of Management provides an opportunity for practising managers to enhance their career opportunities by developing further professional, personal and technical skills in key business areas. The MMgmt comprises eight subjects chosen from the overall portfolio of subjects offered by the SBS in consultation with the Graduate Studies Advisor. The structure of this program is flexible in order to take into account individual professional development needs.

**COURSE STRUCTURE**

Candidates will be required to complete 8 subjects determined in consultation with the Graduate Studies Advisor.

**MASTER OF PROJECT MANAGEMENT**

CRICOS 061946M

*Duration* 1 year (48 cp)

*Starting sessions*

Wollongong: Autumn/Spring

Sydney: Intakes A/B/C/D

*Entry requirements* A recognised Bachelor degree with an equivalent average mark of 60%.

Efficient project management provides organisations with improved ability to plan, implement and control their business activities. The growth of new forms of technology in project management has prompted organisations to look for skilled project managers who can enhance the performance of their businesses. The Master of Project Management equips students with comprehensive project management skills and teaches strategies for dealing with a broad range of issues encountered within business organisations.

**COURSE STRUCTURE**

- Project Management
- Advanced Project Management
- Quality in Management
- Management Project<sup>+</sup>
- Accounting for Managers
- Managing People in Organisations
- Information Systems for Managers
- Supply Chain Management

<sup>+</sup> Topic to be negotiated with the Graduate Studies Adviser to meet individual students' development needs and work environment.

**MASTER OF RETAIL MANAGEMENT**

CRICOS 061990G

*Duration* 1 year (48 cp)

*Starting sessions*

Wollongong: Autumn/Spring

Sydney: Intakes A/B/C/D

*Entry Requirements* A recognised Bachelor degree with an equivalent average mark of 60%.

Globally, retailing is one of the fastest growth areas for employment. In recent years, retailers have had to deal with increased levels of competition, the growth of the Internet, new forms of technology and consumers who are looking for better value together with higher quality service. As a result, retailers require managers with the necessary skills to tackle and meet those challenges.

The Master of Retail Management equips students with strategies for dealing with issues unique to retail and the education necessary to succeed in leadership roles within the sector.

**COURSE STRUCTURE**

- Retail Management
- Managing People in Organisations
- Marketing Management
- Information Systems for Managers
- Supply Chain Management
- Management Project<sup>+</sup>
- Accounting for Managers
- Retail Marketing

<sup>+</sup> Topic to be negotiated with the Graduate Studies Adviser to meet individual students' development needs and work environment.

**MASTER OF SCIENCE (LOGISTICS)**

CRICOS 042635F

*Duration* 1 year (48cp)

*Starting sessions*

Wollongong: Autumn/Spring

Sydney: Intakes A/B/C/D

*Entry requirements* Bachelor degree in a relevant discipline, typically Commerce, Engineering, Maths, or IT, with an average mark of at least 60%; or a degree in any area plus 2 years relevant professional experience.

This course is designed to provide professionals working in logistics and operations management, particularly in the manufacturing, transport, retail and service industries, with the skills to manage the flow of materials and information within and between organisations and their business environment. Students will learn how to implement a supply chain strategy within an organisation and develop skills in forecasting, production and service planning. An emphasis is given to information technology systems and computer programs as these are increasingly integral to successful supply chain delivery.

**COURSE STRUCTURE**

- Supply Chain Management
- Strategic Supply Chain Management
- Logistics Systems
- Project Management
- Quantitative Methods for Decision Making
- Operations Management
- Procurement and Inventory Management
- Quality in Management

**PROFESSIONAL RECOGNITION**

The Master of Science (Logistics) is accredited by the Chartered Institute of Logistics and Transport & the Chartered Institute of Purchasing & Supply.



**MATTHEW KERR**  
**USA**  
**MASTER OF BUSINESS**  
**ADMINISTRATION**

I am currently the Director of Cross Country/Track & Field at Boston College. The College is a Division I institution in the National Collegiate Athletic Association (NCAA) and Atlantic Coast Conference (ACC). Aside from coaching and travelling to meets year round, much of my time is spent recruiting athletes, fundraising, alumni relations and events, and mentoring athletes off the track.

I loved the campus and the city of Wollongong. The beauty of the campus and surrounding area made UOW an easy choice. I also enjoyed the size of campus, as well as the class sizes in the MBA program. There were enough students to create a challenging environment but not too many to get lost in the crowd.

UOW has a very recognisable name and is gaining a reputable image internationally. As more years pass, more of my colleagues recognise my UOW degree. UOW provides a unique learning environment close to a major metropolis (Sydney) and it also provides a great vantage point to study and view the major Asian economies that are changing how the world does business.

## PATHWAY INTO SBS MASTERS PROGRAMS

### GRADUATE CERTIFICATE IN BUSINESS

CRICOS 061244G

*Duration* 6 months full-time

*Starting sessions*

Wollongong: Autumn/Spring

Sydney: A/B/C/D

*Entry Requirement* IELTS 6 and a recognised Bachelor degree in any area or other combination of academic qualifications and/or relevant professional experience (for example: 2 years full-time academic qualifications plus 2 years relevant professional experience; or 3 years full-time academic qualifications).

The Graduate Certificate is a pathway program leading to entry to a number of Masters degrees offered by the Sydney Business School. It can be packaged with an offer of admission to the following Sydney Business School degrees:

- Master of International Business
- Master of Management
- Master of Project Management
- Master of Retail Management
- Master of Science (Logistics)

The Graduate Certificate may be suitable for students who do not meet the academic requirements for direct entry into Masters programs. For example, if you have a Bachelor degree but do not have the required content for direct entry, or have other appropriate combinations of academic qualifications and relevant professional experience.

#### ARTICULATION

Students completing the Graduate Certificate in Business with an average mark of at least 60% will automatically qualify for entry to the five Master degrees offered by SBS listed above.

#### LANGUAGE SUBJECTS

Students in any of the SBS Masters degrees may apply to take either Business Chinese Language and Culture OR Business Spanish Language and Culture in the place of one core subject. These language subjects are intended for those who wish to acquire knowledge of the Spanish or Chinese language for use in a practical business context, and for those seeking to build business relationships with Spanish or Chinese speaking people at a managerial level. The language functions and business vocabulary presented in the subjects are appropriate to a number of commercial situations.

### GRADUATE CERTIFICATES

Graduate Certificate programs are designed as a short course for students wanting a postgraduate qualification that can be completed in as little as five months: one session at Wollongong or two intakes at the Sydney Business School. Please refer to the important dates section on the back cover for further information.

Courses are available in:

#### BUSINESS ADMINISTRATION

CRICOS: 029139J

#### INTERNATIONAL BUSINESS

CRICOS: 047005G

#### LOGISTICS

CRICOS: 042560J

#### PROJECT MANAGEMENT

CRICOS: 061946M

#### RETAIL MANAGEMENT

CRICOS: 061988A

#### MANAGEMENT

CRICOS: 020195G

*Entry requirements* As for the relevant Masters program.

#### ARTICULATION

Students who wish to extend their studies can, on successful completion of the Graduate Certificate, proceed to the relevant Masters course.

Candidates are required to complete four postgraduate-level subjects (24 credit points) selected from the relevant Masters degree as approved by the Graduate Studies Adviser.

### FEES

For a full schedule of fees, please see the page opposite.