

## Our Courses

- Executive Master of Business Administration (EMBA)
- Master of Business Administration (MBA)
- Master of Business Administration (Advanced)
- Master of Business Coaching (MBC)
- Master of International Business (MIB)
- Master of Management (MMgmt)
- Master of Project Management (MPM)
- Master of Retail Management (MRM)
- Master of Science (Logistics) (MSc)
- Master of Business Research (MBR)
- Doctor of Business Administration (DBA)
- Doctor of Philosophy (PhD)

Further information at:  
[www.uow.edu.au/sbs](http://www.uow.edu.au/sbs)

## Stimulus Package Architect Guest Speaker at Executive MBA Launch

Dr Gruen, Executive Director Macroeconomic Group of the Australian Treasury, developed the Rudd Government's stimulus package.

Dr Gruen was a guest speaker at the recent successful launch of UOW's Sydney Business School Executive MBA program for 2009.

He delivered an informative address relevant to the students as the first theme of the Executive MBA is "Know your business world" which encompasses economics and strategic decision making.

The program's first cohort of 16 began their studies at a weekend residential in Bowral.

The cohort is a diverse group of students hailing from a range of industry sectors: banking, construction, defence, government, media, print, retail, television, tertiary education sector, along with a couple of management consultants.

Some people in the cohort are undertaking the



Dean of the Graduate School of Business, Professor John Glynn, (right) thanks Executive MBA weekend residential guest speaker, Dr David Gruen.

program who have been victims of the current economic crisis and have decided to update their qualifications in order to get back into the workforce.

Students come from Sydney, Wollongong and there are even two students flying in and out of Adelaide for the intensive sessions.

## MOU with Defence Force

The UOW has strengthened its links with the Australian Defence Force (ADF) by signing an agreement to gain advanced standing into Sydney Business School degrees.

A Memorandum of Understanding, signed on 5 December 2008 by the Director General of Defence Education, Training and Development, Air Commodore Ian Pearson and UOW Vice-Chancellor Professor Gerard Sutton, will allow members of the defence force with relevant qualifications to gain advanced standing in SBS programs.

Dean of SBS, Professor John Glynn, will be the UOW liaison officer for the scheme.

"The ADF have, in recent years, been keen to promote continued professional development," Professor Glynn said. "They are especially keen to work with UOW and the Sydney Business School, because we have campuses in Nowra, Wollongong, Southern Sydney and the Sydney CBD."



Signing the MOU are Director General of Defence Education, Training and Development, Air Commodore Ian Pearson (Left) and UOW Vice-Chancellor Professor Gerard Sutton (Right), with SBS Dean, Professor John Glynn.

The MOU covers a five-year period, until 2013, and Professor Glynn said it will extend to other faculties at UOW in the future.



## Staff Profile

Geoffrey McLean

Bachelor of Business (Marketing) CSU;  
Master of Business (General Management) CSU

*Fellow of the Australian Marketing Institute; Fellow of the Australian Sales and Marketing Institute; Certified Practising Marketer; Visiting Fellow of the International Marketing Institute of Australia.*

Geoff joined Sydney Business School in 2008 as a lecturer in marketing. He teaches marketing and management subjects including international marketing, marketing management and retail marketing and management at the School.

Prior to moving into academia in 1997 Geoff worked as a business development consultant assisting a number of domestic and multinational companies with their business development needs. Geoff spent almost 30 years working in the finance industry where he gained considerable practical experience in international business, marketing research, competitive intelligence, strategic planning, sales and marketing management, mergers and acquisitions, management of organisational change and general management. Over those 30 years he held a number of senior executive positions including national sales and marketing manager, divisional general manager, planning and business development director, marketing director, executive director and CEO.

His research interests lie in social marketing, business ethics and governance. Geoff is a candidate in our DBA programme. His research project is in the field of social marketing.

## Town and Gown

The Sydney Business School held its annual Town and Gown function at the Wollongong Golf Club on Thursday, 20 November 2008.

The invited speakers were Brett Stibners and Brendan Dowler, two of the Illawarra members of the Australian Men's Wheelchair Basketball team.

The team won the gold medal at the 2008 Beijing Paralympics, beating defending champions Canada in a nail biting match.

Brett Stibners first began competing in Wheelchair Basketball in 2003, and in 2006 was selected to represent Australia at the Gold Cup in Amsterdam where the team picked up a silver medal.

Brendan Dowler has been a regular member of the team since 2001. He has represented Australia at two World Championships and at the 2004 Athens Paralympics where the team won a silver medal.

In their speeches, they talked about the painstaking



*Brendan Dowler and Brett Stibners*

and inspiring journey to Beijing and shared the final happy moment with the audience.

The speeches were well received by attendees from local business, the Illawarra Connection, staff and students of Sydney Business School.

## Groundbreaking Signals Start of New Business Training Centre

Minister for the Illawarra, David Campbell turned the sod for the fourth building on the UOW's Innovation Campus on 11 December 2008, signalling the start of construction of the new home for SBS' Wollongong Campus.

The \$20 million building will provide a larger space with new facilities for SBS. Also, the Innovation Campus location will place the School close to business and industry partners that are an important part of our programs.

The building, which is scheduled for completion in late 2009, will also accommodate the Wollongong Digital Media Centre - a joint initiative between UOW and TAFE NSW Illawarra Institute.



*The sod turning for the new Sydney Business School Wollongong Campus are (left to right) Professor John Glynn, TAFE Illawarra Institute Director Dianne Murray, Minister for the Illawarra David Campbell, Member for Wollongong Noreen Hay and Deputy Vice-Chancellor Professor Rob Castle.*

## Research Week 2008

The School successfully hosted its 2008 Research Week from 2 to 6 September.

The event showcased the research being conducted by SBS academic staff, as well as highlighted the research projects for DBA and PhD students. Professor Geoff Souter from the University of Western Australia was the keynote speaker for this event.

One of the week's topical highlights was a workshop conducted by Dr Grace McCarthy, entitled: Surviving Your Doctorate. The workshop provided useful tips on how to plan and conduct studies for a doctorate.

The events were well attended by both on and off campus researchers and academics, local business networks, alumni and coursework students.



## Professor Sim Yee Lau - Recent Visitor to SBS



*Professor Sim Yee Lau*

Sim Yee Lau, a Professor at the School of International Economics and Business Administration of Reitaku University, Japan, visited the SBS and presented a seminar on 6 November 2008 on the topic, "Transforming the Asia Pacific Region into a Free Trade Area".

The APEC Business Advisory Council promoted the idea of transforming Asia

Pacific Economic Cooperation (APEC) in 2004. The proposed Free Trade Area of the Asia-Pacific (FTAAP) as a long-term prospect was endorsed by the Leaders at the Sydney Summit in September 2007. Against this background, the seminar examined the issues, challenges and prospect of a Free Trade Area Pacific APEC process.

## Upcoming Events

- **Higher Degree Research Student Conference 2009**

Activities include: research forums and seminars featuring current research by visiting academics, staff and students of SBS.

Innovation Campus (iC) Function Centre.

**24 - 26 August 2009**

RSVP: [kelly\\_mcgrath@uow.edu.au](mailto:kelly_mcgrath@uow.edu.au)

- **Sydney Business School Information Evening**

Future Students will have a chance to talk to academic staff directly and identify the right postgraduate programs for them.

Sydney Business School (Sydney Campus)  
Level 14, 175 Liverpool Street,  
Sydney NSW 2000

**5:30pm - 8:30pm**

**Wednesday 18 November 2009**

RSVP: [paoline\\_oei@uow.edu.au](mailto:paoline_oei@uow.edu.au)

## December 2008 Graduation Ceremony

The School's 2008 Spring Graduation Ceremony, held on 16 December 2008, contained several 'firsts'. The School's first Doctor of Business Administration (DBA) graduate, Dr David Morgan Williams was presented with his doctorate.

Kristine Laird, the first winner of the SBS/Illawarra Connection MBA Scholarship, was presented with her Master of Business Administration (MBA) with Distinction.

Jing Wang, the first Master of Retail Management (MRM) graduate, was presented with her Masters' degree. This program is the first of its kind in Australia and is quickly gathering momentum as the retail sector recognises the need for postgraduate qualifications.

Benjamin Scroope, the first Master of Project Management (MPM) graduate, was presented with his Masters degree with Distinction.



*Kristine Laird, Illawarra Connection MBA Scholarship*



*Jing Wang, the first MRM Graduate*

## Sydney Business School A Stronger Identity for Business & Management Education

The University of Wollongong established its Graduate School of Business (GSB) at the Wollongong campus in January 1997, and in 1998 was granted independent faculty status. The Sydney campus, known as Sydney Business School, or SBS, was opened in Regent Street premises in 2000, and quickly outgrew this site, moving to its current Liverpool Street location in 2002.

During that time, GSB programs were also introduced into Sutherland and Shoalhaven. Enrolments have now grown to the point where two thirds of the GSB program enrolments are at teaching locations outside Wollongong.

Following an extensive period of consultation with stakeholders, including current students, alumni, international representatives and

corporate clients, a decision has been made to re-brand the GSB across all its Australian locations as Sydney Business School.

The new brand will enable clearer recognition for the identity of the School, and simplified reference in publications and websites.

## First Doctor of Business Administration at UOW

David Morgan Williams graduated with the first Doctor of Business Administration (DBA) awarded by the University of Wollongong at the Graduation Ceremony on 16 December 2008.

David's research explored how organisations identify leadership capabilities prior to the recruitment and selection of individuals for leadership roles. Despite the huge number of advertisements seeking people with 'strong leadership skills', David found that many organisations do not apply a process to gather a specific understanding of what they mean by, and require, of leadership.

As part of his research, David developed and piloted a process which he terms the Leadership Capabilities Identification Process ©, a process which organisations can use to determine the leadership capabilities they require, before they assess whether candidates possess those specific capabilities.

The process can also be used to assist with leader selection, performance management, leadership development and succession planning.

In commending David's thesis, the Dean of Sydney Business School, Professor John Glynn, noted that David's research is an excellent example of a DBA topic, as it makes a contribution to the academic understanding of leadership as well as a real world contribution.

"The DBA is an excellent research program which suits senior managers who have a strong commitment to their own learning and development, and a passion for a topic which will last them for years", said the Dean. "The result, as in David's case, is a thesis which is not only academically rigorous, but is also of practical significance to their own and other organisations."



Professor John Glynn, Dr Grace McCarthy, Dr Tony Ball and Dr David M Williams

For more information on the DBA at Sydney Business School, contact:

Dr Grace McCarthy, DBA Coordinator  
gracemc@uow.edu.au

## 'Whole of Business' Approach for UOW's New Executive Master of Business Administration

There is strong evidence to suggest that interest in studying for a Master of Business Administration (MBA) runs counter cyclical to the state of the economy.

The Sydney Business School is certainly putting that theory to the test during the current Australian and overseas economic downturn with the launch of its Executive MBA in February.

Dean of the School, Professor John Glynn, said that an MBA, even an Executive MBA (EMBA), is not a guarantee for future business success but in a competitive executive market it can be an important point of difference between two competing candidates.

"And this is particularly so when Australia is in an economic downturn," Professor Glynn said.

Professor Glynn said that internationally Australian business schools were very well regarded and were gaining a solid international reputation, especially in the Asia-Pacific region.

"There are numerous MBA programs to choose from but there are relatively few business schools that offer an MBA program that is truly focused on the needs of aspiring executives," Professor Glynn said.

The School's Sydney Campus is one of Australia's leading centres for management education. It offers first-class facilities just minutes away from the heart of the Sydney CBD.

Professor Glynn said the hallmark of this new EMBA would be its strong focus on strategy, leadership and the skills the executives need to operate in a challenging and changing global economy.

Some of the key features of the new program are:

- One intake a year, with a strict quota on enrolments
- Five challenging themes, delivered in 10 units
- Classes delivered over intensive long weekends
- An intensive two-week off shore component

- Assessment via a portfolio of management reports and executive briefings
- Each participant undertaking an individual research project
- Average time for program completion being 21 months

"This new EMBA will provide a 'whole of business' approach to solving a series of contemporary problems," Professor Glynn said.

For further information contact:

Sue Mathews  
Business Manager

(02) 4221 5030 or  
0419 167 213

