

**SYDNEY GRADUATE SCHOOL  
OF MANAGEMENT**

University of  
Western Sydney  
Bringing knowledge to life

**DELIVERING YOUR MASTER PLAN**



**Master of Business  
Administration**



Dragan Jancic began his professional life as an electrical consultant, before transitioning into sales and general management roles in Europe, the Middle East and Australia. He currently manages three businesses with turnover of almost \$20 million and 50 staff. He has completed the MBA and Master of International Business at SGSMS, and received the Dean's Medal for Excellence in Postgraduate Studies in 2012.

'I chose to do an MBA because I wanted a new skill set and to be pushed out of my comfort zone, and I was looking for career development and progression.

'When I first started to study again, I was almost in a panic for the first three classes. It took a bit of time to do the necessary adjustments, but I really enjoyed it. The lecturers were supportive, and the administration staff look after all the students well.

'As a result of completing the Master programs, I progressed from middle management to senior management, my salary increased, and the door to opportunities for a CEO role was opened. I developed significant relationships with other students which will serve me well throughout my business career. We still discuss problems within the organisations we work for and share opinions.'

# What's your five-year plan?

Do you want more success, more challenge, more learning, more fulfilment?

To get there, do you need more skills, more knowledge, more professional contacts, more ideas?

The new Master of Business Administration (MBA) at the University of Western Sydney's Sydney Graduate School of Management offers all this and more to position you for business success.

Whether you are climbing the corporate ladder, building your own business or taking a not-for-profit to the next level, the SGSMS MBA can help you achieve your aspirations.

**'As result of completing the Master programs, I progressed from middle management to senior management, my salary increased, and the door to opportunities for a CEO role was opened.'**

Dragan Jancic, National Sales Manager, CT Group

# An **MBA** for today's business world

Business is changing at the speed of light. So the SGSM MBA has changed as well.

We asked professionals like you what they wanted from an MBA. Armed with this feedback, the course has been redesigned to encompass a much broader scope of disciplines, and to reflect the realities of modern business, so that as you study, you can put what you have learned into practice straight away – supercharging your success.

UWS also recruited an External Advisory Committee (EAC) of experienced business people currently working in Greater Western Sydney. The EAC is involved in ongoing consultation to provide the employers' perspective on real world trends and challenges affecting business. As a student, you benefit through learning that is absolutely targeted at the skills and knowledge that will make you successful today – not 10 years ago.

**'Every subject I have done so far, I touch on at work.'**

Warrick McLean, General Manager, Coleman Greig Lawyers



After completing a Bachelor of Arts and Postgraduate Diploma in Financial Management, Warrick McLean hoped he was finished with study but, to advance his career as a general manager for professional services firms, he realised it was time to dive back in!

'Having an MBA is one of those "tickets to ride". You need it for career progression in my field. Once I had decided to do an MBA, it made sense to study at SGSM – I live locally, work locally, and the professional networks I am creating are all local.

'Every subject completed so far I touch on at work, so my life experience and work experience have really assisted me in my studies. I am getting much better results than I did as an undergraduate! The support systems are very good, and it is generally assumed that people haven't been to uni recently. Programs are offered each semester that will help get you over the line if you are new to study, or unfamiliar with the expectations.

'One of the other major benefits of studying at SGSM is the opportunity to network with colleagues who work in different industries. They are a great source of ideas to take back to your own organisation. The people who are attracted to SGSM are all down-to-earth so it's definitely more collegiate than competitive.

'In terms of my career aspirations, I know that the MBA will help me with anything I want to do in the future.'

# Get set for business success

The new 12 unit SGSM MBA program has been completely redesigned, with 12 brand-new units designed specifically to address the challenges you will face as a business leader. Here's just a taste of what awaits you.

## **Emerging Leaders**

The focus of Emerging Leaders is the development of skills and knowledge that underpin capacities for successful strategic partnering, both within and outside the organisation. These emerging leaders will have engaged with the current research and debates on leadership practice in various contexts, putting them in a position to lead and ensure the performance of individuals, teams and organisations.

## **Contemporary Organisation Behaviour**

Contemporary Organisation Behaviour has been designed to offer you tools which can help you manage people in an increasingly complex organisational climate. The unit focuses on critically evaluating how organisations, groups and teams, and individual behaviour, can affect work performance and productivity.

## **Developing Business Expertise**

This unit addresses the development of key skills of understanding and using a range of business information

to make strategic decisions. You will learn to apply a multi-disciplinary approach to analyse business situations, recognising the inter-related nature of business disciplines. Simulations of complex situations will be applied to provide an experiential learning environment.

## **Managerial Finance**

With a corporate-oriented focus, this unit is designed to provide students with the knowledge and skills required for understanding, analysing and solving corporate financial management issues. The emphasis of this unit is on the practical application of economic theory in financial decisions confronting business today.

## **Customer Value Management**

This unit examines the opportunities and challenges in identifying customers and adding value to supplier/consumer relationships. You will analyse tools that organisations can use to prove value for customers while ensuring profitability over the life of the relationship. This unit aims to give you the skills to not only strive for excellence in product-centric perspectives, but to also foster and strengthen those that are customer-centric.

## **Innovation and Entrepreneurship**

The focus here will be on gaining the skills to understand, execute and manage entrepreneurial innovation processes, and be better prepared to succeed within an increasingly complex, global entrepreneurial environment. Organisations of various sizes that are innovative and entrepreneurial provide vision, nurture creativity and idea management as part of their everyday operations and in seeking long-term sustainability.

## **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 strategic options in a number of organisational contexts requires the exercise of communication, research, and information literacy capabilities.

## **Managerial Economics**

As an introduction to the application of basic economic concepts to managerial decision-making, you will learn how to apply microeconomic tools to common problems facing business managers – maximising profit, setting prices, creating efficient incentive structures, and selecting competitive strategies. Case studies are used to demonstrate the value of these tools in making business decisions, and to foster their application in your own business.

## **Corporate Governance and the Global Environment**

This unit examines corporate governance systems – the policies, processes and law affecting the direction and administration of an organisation – and how these contribute to sustainable enterprise. Corporate

governance models are analysed, and decision-making processes are evaluated in various economic and social contexts, taking into account the institutions of the legal system, with particular emphasis on domestic and international corporations law.

## **Negotiation and Conflict Resolution Management**

Negotiation and Conflict Resolution Management will provide theoretical frameworks for students to develop the practical skills needed to manage the negotiation and conflict resolution needs of any organisation. Through the use of role play and simulations, students will be required to analyse corporate data and apply strategies to create a negotiated agreement. It examines negotiation in different contexts and identifies the causes of conflict, leading to an analysis of the different conflict modes and patterns.

## **One Hundred Days**

The premise of this unit is that regardless of their level of experience, all managers undertaking new responsibilities need to identify key stakeholders and to understand the business's HR practices, financial objectives and marketing strategies. This unit focuses on the first one hundred days of a business executive who has commenced in a new management role. Developing and applying the leadership and management skills introduced earlier in the course, students will be given scenarios covering a range of business environments with problems to solve.

## **Applied Business Project**

This capstone unit gives you the responsibility for the timely completion of a significant project under academic guidance. You will take a real business issue or problem and apply the relevant theories, frameworks and/or concepts learned throughout the MBA. Projects focus on issues that would be addressed by senior management within a company, and are expected to apply a consultancy perspective.



# Achieving your aspirations

Wherever you are in your professional journey, the Sydney Graduate School of Management at UWS can help take you to the next level.

Even if you've never been to university before, SGSM recognises the wealth of knowledge and skills gained through industry or business experience. This recognition of prior learning can offer you a fast-track to the Master level.

If you have a first degree but it's been a while since you last studied, we can understand your hesitation – even confident, successful professionals can feel daunted by returning to referencing and assignments. We help ease you back into the swing of things.

And don't worry if you haven't studied business before – we help you develop your expertise as you work through the course. You'll finish your Master program ready to take on the world.

**'It was literally 17 years after I completed my first degree that I enrolled for the MBA.'**

Ram Pattabiraman, General Manager – Sales and Operations,  
Paloma Australia Enterprises Pty Ltd



After studying engineering in India, Ram Pattabiraman held sales and marketing roles across major retail and FMCG companies such as Dick Smith Electronics and Coca-Cola in Australia. Last year, Ram teamed up with a fellow SGSM MBA student and friend to buy Paloma Australia.

'I decided to study an MBA because I wanted to know the "why" behind the "what" for things I was doing in the real world.

'It was literally 17 years after I completed my first degree that I enrolled for the MBA. I chose SGSM because it had smaller classes and so more interaction with the faculty and fellow students.

'The MBA really gave me the confidence to go out and make what was a distant aspiration a reality. What we are doing today is a direct consequence of doing the MBA – we decided to buy a company and apply our knowledge straightaway.

'Our plan is to make this business very profitable. We have been able to systemise the financials, have started the journey of transforming the brand, and have applied operations management principles which has had a big impact on the bottom line – all things we learned during the MBA.'

# Quality teaching in a flexible package

We know that your life is busy, and you need to balance your career, personal life and other commitments with study. The SGSM MBA has been designed with this in mind.

While most units are offered face-to-face at our Parramatta campus, others incorporate online learning in a blended delivery model. With four quarters during the academic year, you will be able to choose which units you would like to take in each quarter.

The whole MBA program is structured to allow you to still be effective at work while fitting in your study. With classes starting at a sensible time in the evening, you won't need to leave work early. The library and other facilities are open in the evenings and on the weekends, and our great range of online tools and e-resources mean you can do a lot of your study from home while juggling family and work commitments.

Our dedicated teaching staff has a passion for business, and use their solid industry experience to turn theoretical concepts into practical information grounded in the real world. Our small class sizes mean you won't just be lost in the crowd, but actually get to know and interact with your fellow students, lecturers and tutors.

## **Dr Wayne Fallon, Lecturer in Management**

With a background as a commercial lawyer and a publishing manager and executive in Australia, New Zealand and Singapore, Dr Wayne Fallon has a particular interest in social responsibility and sustainability, leadership, governance and ethics.

‘Businesses often make valuable contributions to society and the environment, and we should be recognising the worth and value of that with triple bottom line approaches.’

He is passionate about teaching postgraduate students. ‘Sure, they ask the hard questions – but it’s great to see students take their ideas and insights back into their roles as practising managers and leaders.’

‘It’s absolutely engaging for me. The students are thinking about businesses in a way I find inspiring, if not sometimes challenging.’



## **Dr Anne Abraham, Senior Lecturer, Accounting**

Accounting at the MBA level is not about foundation work in bookkeeping, but gaining a higher level view of an organisation’s finances and how areas such as sustainability can impact them, says Dr Anne Abraham, an award-winning educator.

‘The accountant’s role is to provide information that is useful for decision-making and organisational growth, so it’s not just about number-crunching anymore.’ Dr Abraham focuses on giving MBA students practical experience through case studies and business cases, with the faculty ‘very aware of what’s happening in the business world, especially the needs of small business’.



## **Dr Eddie O’Mara, Lecturer, Operations Management**

After more than a decade working for Westpac Banking Corporation, Dr Eddie O’Mara swapped the bank for the factory, spending the next decade in steel fabrication in the manufacturing sector.

‘That’s where my industry involvement overlapped with operations and quality management and the implementation of quality systems in various organisations.’

Like many MBA students, Dr O’Mara decided to go back to university to upgrade his qualifications – and ended up staying.

‘My industry experience is advantageous in terms of being able to relate to the students and provide real life examples of the challenges they face.’



## **Professor Suzan Burton, Professor of Marketing**

‘Understanding marketing is crucial, both for understanding why customers choose to buy (or not buy), and for deciding what the organisation can profitably offer to customers so that it can succeed,’ says Professor Suzan Burton.

Professor Burton has literally written the book on marketing – as co-author of the top-selling marketing textbook in Australia.

‘I aim for my students to achieve deep learning, where they can take information from the classroom and apply it to their own business situation the next day at work.’





Jo Hanlon previously held sales, marketing, business management and regional business development roles with Baxter Healthcare in Australia, New Zealand, South East Asia and South America. Since completing her MBA at SGSM, Jo went on to establish her own successful HR consultancy.

'I decided to do my MBA because I wanted to build structure around what I had already experienced in my working life; I wanted a more in-depth knowledge of important structures that support, and metrics that indicate, the health of a business. I had a blast. I was travelling a lot with work and needed to squeeze more and more into my life, so I just had to juggle things around to be workable. I got great value from the group work which wasn't a "vanilla" experience – it was multicultural, a true reflection of workplaces today.

'The real-life experience and knowledge of the lecturers made it very relevant, so what I was learning I could immediately put into practice on a day-to-day basis and the HR subjects I did made a great contribution to the choice of what my business was to involve. I continue to build my business and it provides me with flexibility, choice and the ability to make a real difference. I have a wide and balanced view on business which benefits my clients hugely, and there is no doubt that a lot of that foundation came from doing the MBA.'

# The experience

SGSM is located in a \$38 million purpose-built facility, opened in 2010, which offers state-of-the-art teaching rooms for a comfortable learning environment. Our location in the heart of Parramatta makes getting to class between home and work more convenient.

Our client services team is dedicated to enhancing the student experience for you, and will help you manage your competing priorities by being available to lend a hand with any queries or issues you might have.

Importantly, studying isn't just about what you learn, it's who you learn with. Our students come from diverse cultural backgrounds and a range of industries, so you'll benefit from new perspectives and insights. Many come from the Greater Western Sydney region, creating opportunities for networking on a personal and professional level – because there's no reason why you can't have fun on your path to success.

## **"I had a blast!"**

Jo Hanlon, Principal/Director, Mind Your Ps

# So, what's your **Master Plan?**

**Act on your future now.**

Contact us at:

**[sgsm.edu.au](http://sgsm.edu.au)**

Within Australia phone 1300 366 290

Outside Australia phone +61 2 9852 5003

Further information for international students

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/international](http://www.uws.edu.au/international) or contact [internationalstudy@uws.edu.au](mailto:internationalstudy@uws.edu.au)

International students should read the information in this publication in conjunction with the information available at the UWS international web site

[www.uws.edu.au/international](http://www.uws.edu.au/international) CRICOS Provider Code: 00917K



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