



Professional Management Program

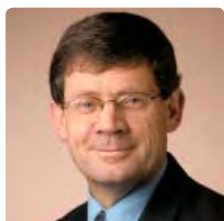


A dynamic 12-month path to career advancement

Strengthening the leadership, analysis and strategic thinking skills required by middle and senior managers to confidently perform at a higher level and positively impact their business.

Strengthening skills, building confidence

Practical results-oriented management education for immediate professional and business benefit



The Professional Management Program has been designed to increase the effectiveness of middle and senior managers.

Through the use of modern management tools and techniques, the program works to instil participants from both the public and private sectors with the skills and confidence to:

- Operate successfully in a management role.
- Make sound, strategically informed decisions.
- Competently interact with colleagues, contractors and industry peers.
- Lead and encourage others.

To ensure this objective is achieved, we employ the proven technique of “learning by doing”, using adult learning principles that have immediate application to the workplace. In almost every module’s assignment, you’ll be given the opportunity to apply your growing knowledge to a real issue or project within your own business.

Our aim is to develop better business decision making and enhance business performance for each of the organisations that participate in the program. We continue to be impressed by the quality and dedication of our program participants.

It is a measure of the quality of their work that most work based projects are implemented within the sponsoring organisation. That means it’s not only you who stands to benefit, but your entire organisation.

In short, completing the Professional Management Program will build your “career confidence”, while mixing and working with a broad cross section of other managers from government and industry. You will learn to think more strategically, you’ll learn to lead, and you’ll never look back.

The Executive Education team and I look forward to welcoming you.

Bob Walter

Bob Walter B App Sc (Agric) MBA (Adelaide)
Director, Executive Education
Faculty of the Professions

Program key features

- Completed within 12 months.
- Modular 2-day format to suit busy managers.
- Open to graduates and non-graduates with relevant experience.
- “Action-learning” - adults learn by doing.
- Bridge to further study, including the **Adelaide MBA**.
- Learn how to take a “helicopter” view.
- Expert presenters with real world experience.
- Lively classes with diverse participants.
- Form lasting business relationships.
- Learn how to build and lead cohesive teams.
- Develop problem-solving and analysis abilities.
- Practical tools with immediate application.
- Workplace-based projects to transfer learning.
- All-inclusive fee - no more to pay.
- Fees include high-quality materials, tuition, refreshments and luncheons.

“Not only did I gain new skills and confidence, but my workplace immediately benefited from my analysis of real issues.”

Sarah Leo, Customer Service & Administration Manager
Openbook Howden Design & Print



“The program helped release the considerable potential we saw in Sarah... and her final work-based project will undoubtedly help secure our future.”

Keith Kemp, Joint Managing Director
Openbook Howden Design & Print

A word from the Executive Dean



Welcome to our Professional Management Program offered by the Executive Education Unit. I am very pleased that you are considering joining the approximately 1,500 managers who have enrolled previously in this outstanding program.

Executive Education forms a vital link with the business community and is an integral part of the Faculty of the Professions.

This program is offered in modular form to suit busy managers and has been offered in Adelaide since 1999 and in Darwin since 2006. All modules are based on the latest developments in their respective fields and presented by industry experts, delivering real value both to those who attend and the organisations that sponsor them.

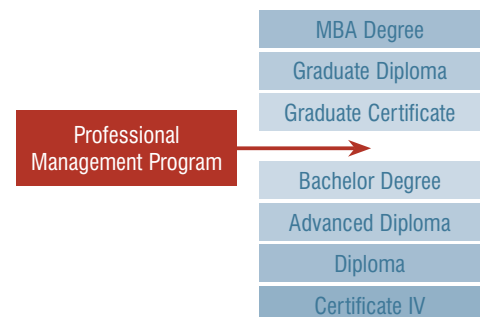
Importantly, the program carries status into a number of postgraduate programs offered by the University of Adelaide Business School. It is a great satisfaction to me and the Executive Education team to know that we have opened the doors of higher education to many managers, a few of whom graduate with their **Adelaide MBA**.

The Professional Management Program can also be customised to suit the needs of individual organisations. This has previously been done, for example, for Pernod Ricard Pacific, The Yalumba Wine Company, HomeStart Finance and the Department for Transport, Energy and Infrastructure (SA).

Regardless of whether or not you undertake further study after completing the program, you will have gained a range of practical and rigorous business skills that will hold you in good stead to make the most of your future career opportunities.

Whether you are considering the program for yourself or for your organisation, I trust you will find it suits your needs.

Professor Pascale Quester DESCAF, M.A.(OSU), PhD (Massey), FAMI
Executive Dean
Faculty of the Professions



Where the Professional Management Program fits within the Australian Qualifications Framework

Think and act strategically

Major personal benefits of the program

▪ Master the language of management

Participants in the program develop a sound understanding of the language of management, enabling them to enter any high-level meeting or interaction with confidence that they will be able to productively contribute.

▪ Enhanced “big-picture” thinking

A defining characteristic of program participants is the ability to adopt a “helicopter view” similar to the Chief Executive’s perspective, and to look beyond the narrow boundaries of a particular task or role to consider what’s best for their whole organisation.

▪ Powerful critical evaluation skills

It’s no secret that things can happen very quickly in business. Whether it’s a window of opportunity opening or an unforeseen challenge arising, program participants are able to rapidly evaluate a situation and conceive an effective course of action.

▪ Strong leadership ability

There is a vast difference between leading and simply overseeing or coordinating. Program participants appreciate and understand the nature of leadership, enabling them to build passionate, cohesive teams that enthusiastically follow their example.

▪ Flexible and creative problem-solving

Contemporary managers require access to a range of tools and techniques when solving problems. Program participants are able to draw on advanced management knowledge and skills to provide timely and practical solutions.

Who is the program designed for?

The Professional Management Program is aimed at managers, team leaders and professionals who are currently operating at middle-to-senior management level.

The program is suited to highly capable and motivated managers who are responsible for managing resources and getting results.

Participants have varying levels of industry and management experience. Approximately 50% of participants have not studied at university previously.

The Professional Management Program is also ideal for managers or professionals with existing tertiary qualifications who are looking for either a foundation management course, or a bridging course into management study.

This postgraduate program provides a pathway into three business qualifications from The University of Adelaide, including the prestigious Adelaide MBA (see page 9).

Past participants

Since its inception in 1999 more than 1,500 managers have completed the Professional Management Program.

These participants have come from a broad range of industries and backgrounds, including production managers in manufacturing companies, senior managers in multi-nationals, directors and owners in small family businesses, managers in government departments, lawyers, engineers, scientists and accountants.

This diversity in the classroom brings additional benefits for attendees and adds to the richness of the learning experience (see page 9, “Rewarding connections”).



“The State Emergency Service is a rescue response agency traditionally run and managed in a para-military style over some 45 years.

This style of management has served the SES well in its response roles, but the skills and management processes our senior staff have learned through the Professional Management Program have enabled the SES to forge ahead with contemporary management practices and to be effective in a business environment.

The program is now a key component of the SES staff development framework.”

Stuart Macleod, Chief Officer, SA Emergency Services

Rigour and relevance

Program structure and assessment

Completed over 12 months, the Professional Management Program has been carefully structured and paced to accommodate the competing demands on busy managers' time, without sacrificing the quality or effectiveness of learning.

Contact hours are manageable and nominated at the outset, ensuring work and family commitments can be planned around them well ahead of time.

The program consists of six two-day modules conducted during the working week between the hours of 9am and 5pm.

A break of six weeks between modules ensures participants have adequate time to reflect on, assimilate and, most importantly, apply what has been learned to each individual assignment.

All learning materials are provided to save valuable time. The Professional Management Program is self-contained and does not require library searches or additional texts.

The program is non-residential.



“Through highly experienced presenters, balanced and relevant content and a positive learning environment, the Professional Management Program was able to successfully address my specific knowledge gaps, particularly in the areas of leadership, strategic thinking and financial management. The structure of the program was also well organised, with all timeframes realistically aligned to my busy schedule.”

Tom Kress, Development Manager, **Xtralis**





“A very well designed program for those wanting to develop their strategic thinking. Exceptional management tools and networking opportunities presented in a format that’s manageable even for working parents.”

Narelle Goodrem, Web Manager
Department of Planning and Infrastructure, NT

Stage 1: Modules & Assignments

Assessment value 30%

You will be required to complete four core and two additional modules. The first five modules have written assignments.

Each of the five assignments is handed out during the module and is due four weeks from the time of attending the module. Participants should expect each assignment to require a minimum of eight hours work.

All assignments will be assessed and participants will be encouraged wherever possible to base them on real issues or activities within their workplace. Some assignments may also be team-based.



“I found the program invaluable, as it has really increased my confidence in decision making.

I was apprehensive at the outset, but everything was made as easy and stress-free as possible. Top marks!”

Peter Young, Managing Director, ITS Removals and Storage

Stage 2: Case Study Exam

Assessment value 40%

Approximately one week after completing the sixth and final module, participants will be required to sit a two-hour multi-disciplined case study exam.

The case study will describe a real business situation. This will be provided approximately one week before the exam to allow participants to become familiar with the business being studied. Participants will be required to take the perspective of senior management to answer 4-5 multi-discipline questions.

Participants have an opportunity to use their knowledge combined with their analytical and problem solving skills to evaluate the current strategy and make recommendations for the future.

Stage 3: Work-Based Project

Assessment value 30%

Following completion of the final module, participants will be asked to select a project of strategic significance to their organisation. Alternatively, they may elect to form a syndicate with one or more fellow participants.

This component requires participants to apply and integrate the full scope of learning provided in the six program modules in a single, work-based project. The project will need to be completed within approximately three months (12 weeks).

Assessment for this component will be based on a 20-minute presentation and the submission of a comprehensive written report, each detailing key findings and recommendations.

In recent years, feedback has shown that the vast majority of participants' projects have delivered measurable benefits to their organisations, including increased revenues, enhanced productivity and greater cost efficiencies.

Some indicative projects:

- Development of a Risk Management Plan.
- Growth strategy – Opportunities for Market Diversification.
- Establishing a performance measurement system.
- Development of a workplace retention model.

All three stages of the program must be completed.

Essential building blocks

Professional Management Program Modules

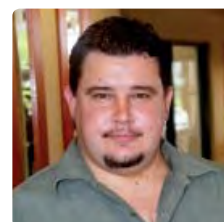
The program comprises six modules, including four core and two additional modules. It is possible that the core modules may change over time to reflect the needs of contemporary managers, but they will typically consist of the following:

1. Leading and Managing People
2. Business Fundamentals
3. Financial Management
4. Strategic Management

Refer to the Timetable supplied with this brochure for the current list of modules.

Typical program schedule

Module	Title	Conducted
Module 1 (Core)	Leading and Managing People and assignment	Week 1
Module 2 (Core)	Business Fundamentals and assignment	Week 7
Module 3 (Core)	Financial Management and assignment	Week 13
Module 4	Additional Module 1 and assignment	Week 19
Module 5	Additional Module 2 and assignment	Week 25
Module 6 (Core)	Strategic Management	Week 31
Final Examination	2-hour multi-disciplined case study exam	Week 33
Work-Based Project	Presentation plus written submission	Week 47
Graduation	Presentation of Certificates	Week 49



“Through the Professional Management Program I’ve

been able to arm myself with a broader and more professional skill base.

During the program my confidence increased dramatically as I applied the tools I was acquiring to meaningful work-based projects. As a result, I gained senior management recognition and respect and my projects contributed to a major turnaround for the Aboriginal Health Worker profession, which is now being recognised as a valuable component of primary healthcare.

It truly was a most beneficial and worthwhile experience.”

Nathan Aucote, A/AHW Director, Remote Health,
Central Australia, **Department of Health
and Community Services**

Positive energy

Dynamic and interactive

Founded on the knowledge that adults learn most effectively by doing, all Professional Management Program modules are highly interactive and numbers are limited to a maximum of 30.

Participants are strongly encouraged to relate their own experiences of each issue covered, resulting in lively, stimulating discussions that reflect a diverse range of perspectives across a number of different industries.

Typical sessions may include:

- Group discussions.
- In-depth case-study analyses.
- Lectures and video presentations.
- Problem-solving exercises.

Participants find that after each module they are able to immediately apply their learning in the workplace. Written feedback is provided on all assignments. This feedback provides understanding of the strengths and weaknesses of the assignment and gives guidance to increase learning.



Voices of experience

Expert presenters

Without exception, Professional Management Program presenters are highly qualified experts in their fields, with extensive real-world experience.

Most are also regular lecturers at the MBA level and all are actively involved in senior management consulting roles with some of Australia's leading companies.

Continual program feedback and review

The Executive Education Unit regularly seeks feedback from employers and past participants, to make sure that we continue to offer timely, relevant programs.

This process of continual refinement ensures the Professional Management Program remains at the forefront of practical, results-oriented management education.



"My employer was host organisation for the Professional Management Program workplace project. It was a significant training and development project for Satisfac Credit Union and has been implemented by the organisation immediately.

The opportunity to work with people not employed by Satisfac Credit Union on a strategic project has made a significant impact. I believe the breadth of expertise, unbiased points of view and questioning from my team members increased the quality and success of the exercise for Satisfac Credit Union.

As a result of the project process and final presentation, Satisfac Credit Union gained real value from the external feedback that it received from both the project team members and program participants relating to the initiatives focused on during the strategic project." Steve Newman

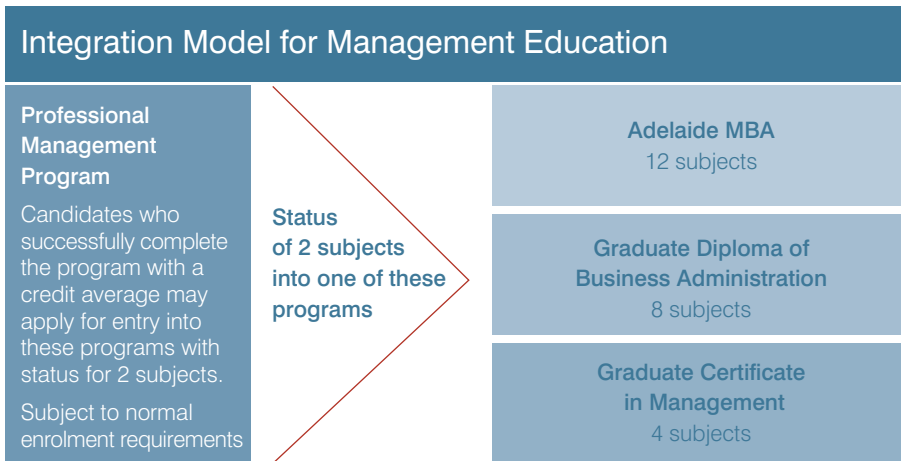
Project team, from left: Steve Newman, Manager Human Resources, Satisfac Credit Union; Deborah Jaensch, HR Manager, HomeStart Finance; Debbie Reed, Director, Resource Furniture. Absent: Darren Evans, Business Development Executive, Marsh Insurance Brokers SA & NT.

Doors opened

Opportunities for further study with status for work completed

The Professional Management Program will provide an immediate, significant and sustainable boost to participants' management performance in the workplace. It can also provide a springboard to further management study.

Successful completion of the program will provide status for two subjects in one of three University of Adelaide business qualifications, including the prestigious **Adelaide MBA** (see diagram below).



Rewarding connections

A network for life

The high standard of academic rigour underpinning the Professional Management Program ensures it attracts a similarly high quality of participant – individuals who are highly motivated to improve both their own performance and that of their organisations, and take a pro-active approach to making this happen.

Not surprisingly, when such like-minded individuals come together, strong professional relationships are formed, particularly during team-based activities, resulting in the establishment of large, lasting networks.

This means program participants are able to establish business contacts in a wide range of industries and can draw on these contacts to seek advice, support or simply a fresh perspective, whenever the need should arise.

“As I had not completed my high school education I didn’t know what to expect.

But I found the Professional Management Program to be a perfect entry to post-graduate education, as it allowed me to build confidence as I learned.

This translated to confidence in my ability as a manager, which provided immediate benefits in the workplace and encouraged me to continue my studies and gain my Adelaide MBA.”

Ali Kerr MBA(Adel), Human Resources/Operations Manager, **Kelly & Co Lawyers**



“The Professional Management Program provided me with the kickstart I needed to embark on the Adelaide MBA.

The standard of the program was commendable and the networking effects truly valuable. The foundation of knowledge and management skills I established will continue to support my career into the future.”

Andrew Cross MBA(Adel), National Industry Solutions Manager - Service, **O’Donnell Griffin**

Whole-of-business impact

Benefits of company sponsorship

Employers considering sponsoring their staff to complete the Professional Management Program stand to reap many significant and highly tangible benefits for their organisation. Participants are encouraged wherever possible during the program to relate their assignments to actual issues in their workplaces in addition to the work-based project.

Consequently, participants are able to make real strategic contributions to their organisations throughout the full 12-month period and beyond. In fact, they are often able to make greater progress, on more tasks, than they otherwise would without this extra stimulus.

In many cases this has resulted in significant leaps in productivity and profitability for the businesses concerned, returning their investment many times over.

This is particularly so when staff from more than one department or division within an organisation attend in the same intake.

This can result in not only stronger personal and professional relationships, but also a much more highly developed understanding of each other's specific roles, skills, needs and approaches. In other words, vastly improved teamwork.



from left: Leon Knock, Business Account Manager, Sharon Oliver, Business Account Manager, Pam Margitich, LPO Development Manager and Mark Jensen, Business Development Manager, all from **Australia Post**, after presenting their strategic project on "ID&V Queuing Systems in Australia Post outlets".

Up-front pricing

One all-encompassing fee

The once-off fee for enrolment in the Professional Management Program covers all tuition, learning and reference materials, luncheons and refreshments for the duration of the program. Payment is required at the time of registration.

Group discount

In our experience, teams attending the program gain a beneficial common base for implementing new ideas upon return to their organisation. To encourage organisations to optimise this learning opportunity, a reduction applies for organisations registering three or more staff in the same intake.



"The Professional Management Program gave exposure and experience to a wide range of tools which will be used to assist with business improvement and project management. These learnings supported works and programs currently in progress within our organisation.

The opportunity to carry out a major strategic project as a team, using complementary strengths to deliver effective outcomes, provided a good basis and understanding for future undertakings.

Networking with other program participants gave opportunity to gain insight into work practices within other organisations which are transferable to our organisation."

from left: Addi Schirripa, Manager - Billing & Collections, Chris McNamara, Billing Manager, Tracey Maxwell, Payroll Manager, all of **SA Water**.



Professor Pascale Quester (right), Executive Dean, Faculty of the Professions, the University of Adelaide presents Simonne Read, Agribusiness Manager SA/NT - Commonwealth Bank Agribusiness, with the Professional Management Program Certificate.

Recognition of achievement

Program Certificate

On completing the requirements of this University recognised non-award program, participants will be presented with the Professional Management Program Certificate. Participants will also have the opportunity to apply for entry to further business qualifications through the University of Adelaide, including the Adelaide MBA, with status for two subjects (see page 9).

History of excellence

Supported by The University of Adelaide

The quality Professional Management Program offering is backed by one of Australia's great universities. Established in 1874, The University of Adelaide has an outstanding record of academic achievement and is a member of the prestigious Group of Eight (GO8) elite universities.

With world-renowned research standards, it regularly attracts more research funding per capita than any other Australian university and is involved in many joint projects with industry and commerce.

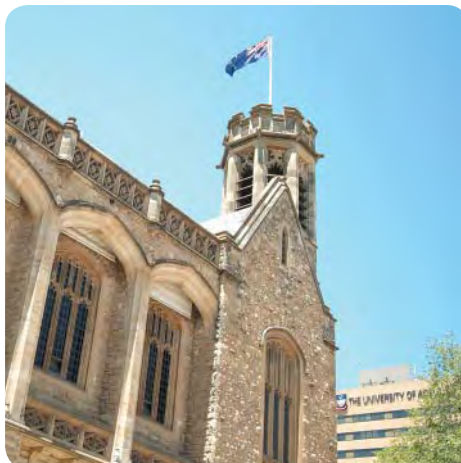
The University of Adelaide has been associated with five Nobel Prize winners, 100 Rhodes Scholars and some of Australia's greatest scientists and public figures.

Executive Education Unit

Conducted by the University of Adelaide's Executive Education Unit, all Professional Management Program sessions are held in first-class facilities which support the learning outcomes of the program. When presented in Adelaide these facilities are in the heart of the CBD at Level 7, 10 Pulteney Street, opposite the University's main North Terrace campus.

Since 2006 the program has also been offered in Darwin in response to local demand and from time to time may be offered in regional South Australian centres at suitable local venues.

The Executive Education Unit maintains direct links with the University of Adelaide Business School. One of Australia's leading management education institutions, the School provides leadership and management excellence for local, national and international business communities, most notably through its respected Adelaide MBA program.



Bonython Hall, The University of Adelaide



"The Program has given us both the tools to develop a solid skill base and create a network of like-minded people. The City of Playford had a need to replace a number of servers.

A joint strategic project was developed with Aaron Rigano previously from Corporate Express, as part of the program. As a result, the Server Optimisation project has become the first step towards designing a more rational, efficient and resilient 'on-demand' IT environment."

Michael Brabyn, Systems Administrator, **City of Playford**
Aaron Rigano, State Sales Manager, **Cellnet Group Ltd.**

Ready to take the next step?

Applications and enquiries

Managers and professionals wishing to confidently take the next step in their careers, or simply perform at a consistently higher level, will find exactly what they're looking for in the Professional Management Program.

To apply for entry, or to request further information, please contact:

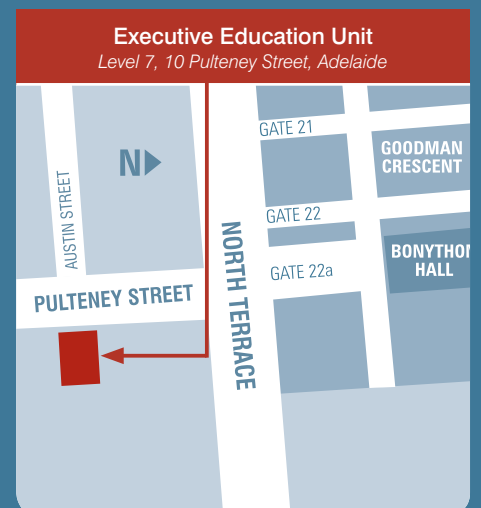
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To see what other participants have said about their Professional Management Program experience, visit the Executive Education website at...

www.adelaide.edu.au/professions/execed



Darwin intake

The Professional Management Program, conducted by the Executive Education Unit of The University of Adelaide, has also been offered in Darwin since 2006 in response to local demand (*recent intake pictured*).