



Summer School Program 2010

4-15 January 2010

- **Managing Contemporary Organisations**
- **Strategic Operations Management**
- **Global Wealth Management**
- **Corporate Strategy**
- **New Product Development and Innovation**
- **Family Business: Issues and Perspectives**
- **International Environment Law**

Summer School MBA Program January 4-15 2010

- Managing Contemporary Organisations
- Strategic Operations Management
- Global Wealth Management
- Corporate Strategy
- New Product Development and Innovation
- Family Business: Issues and Perspectives.
- International Environment Law

Managing Contemporary Organisations

This course exposes students to some key influences and perspectives on the management of organisations. Its focus is primarily on human issues that affect and are dealt with by managers day-to-day. The course is an extension of "Fundamentals of Leadership" and provides the background and theoretical framework for more advanced studies in business management. Some of the topics addressed may, at first, seem somewhat theoretical or even 'philosophical' in nature, but the whole course is designed to provide students with the foundation for practical action in the field. The ability to analyse and to think clearly and independently about these issues will be the basis of effective action.

Managing Contemporary Organisations begins by examining the nature of 'organisation' as an 'open system'. We then look at the management challenge in relation to various facets of organisation - learning, motivation, politics, performance, ethics, culture, innovation, decision-making, structure and change.

Throughout the course there is an emphasis on thinking about and asking important questions, rather than fixing on 'right' answers.



Ms Lois Whittall- Biography/ Background

Lois has a working and teaching background in Organisational Development, Human Resource Management and Finance. She has worked in a variety of public and private sector organisations in the UK and Australia in senior management roles. She has also consulted extensively with local and multi-national companies in Australia and North and South East Asia. Lois is an adjunct lecturer in the Business School and teaches in the Master of Business Administration (MBA) programs in Adelaide, Hong Kong and Singapore. She also teaches a number of subjects in the Faculty's Executive Education programs. Lois spends about 3 months (intermittently) each year running a small education project in a remote province of Northern Cambodia. She regularly visits the project which provides accommodation and education support for 32 high school students who would not otherwise be able to attend school.

Qualifications BA(Hons) Liverpool, UK; MBA, Adelaide University; Fellow of the Chartered Institute of Management Accountants (FCMA)

Strategic Operations Management

Operations is the term used in management to refer collectively to the many processes through which an organisation's strategies for competing in the marketplace are put into action. Obviously, in any organisation's operations there are many kinds of processes that must be managed - inbound logistics, production, outbound logistics, and customer support in many forms, to name only a few broad types of processes. In this course, we will develop an overview of the range of processes that can make up the operations of an organisation. We then focus on some key issues in managing certain fundamental processes that are critically important to the strategies of many organisations today. The emphasis is not on specific techniques of operations management but on understanding how the fundamental processes of an organisation can contribute to its strategic success, and how those processes must be analysed, designed, and optimised to be most effective in supporting the strategies of an organisation. In this course, in keeping with the fundamental importance of information technology (IT) in the design and execution of operations of all types, we will pay special attention to state-of-the-art practices and strategies in using IT in various forms in managing operations.

Mr Max Zornada Biography/ Background



Max Zornada is an Adjunct Lecturer at the University of Adelaide Business School and the Director and Principal Consultant of Australian based Management Consulting and Education firm Henley Management Group, which he founded in 1991. Max is a world recognised thought leader in Business Improvement, Operational Excellence - including Six Sigma and Lean Thinking, and Project Management. He has been a consulting Master Black Belt to a global financial services organisation supporting their Six Sigma implementation since 2005 and more recently for a major telecommunications company.

Max has extensive experience teaching MBA, Executive Education and Management Development Seminars and as a hands-on practitioner, consulting to major corporations on a range of Operational and Strategic issues, throughout Australia, the US, Middle East, UK, Western Europe, China and Asia.

Prior to founding HMG, Max spent several years with the London based international management and technology consultancy PA Consulting Group, after holding various managerial and professional engineering positions in the chemicals processing and petrochemicals industry with Adelaide and Wallaroo Fertilisers, ICI and Santos.

Qualifications

Bachelor of Engineering (Mechanical) (Adelaide), Honours in Automatic Control (Adelaide), Master of Business Administration (Adelaide)

Global Wealth Management

This course is taught by a diverse team of specialised lecturers and looks at the needs of high net worth investors. It examines diversification of risk management and portfolio performance measurement. The vital importance of asset allocation, both strategic and tactical are explained and workshopped. The increasingly popular areas of financing infrastructure projects and private equity are examined. There is a growing global interest in Islamic banking, and therefore the history and current market position of popular Islamic financing products is studied. The rapid growth of the global funds management industry and the financial planning and advice industry are looked at and opportunities for investors explored.



Associate Professor Zurbrugg Biography/ Background Professor Zurbrugg is the Associate Dean for Partnerships and Community Liaison within the Faculty of the Professions. He serves on various committees both inside the University and in the private sector. Professor Zurbrugg has taught and held various visiting positions around the world, including the UK, Singapore, UAE and the US. He is also a Senior Fellow at the Bradford University School of Management, a Justice of the Peace for South Australia and heavily involved with education issues at both the national and state level. He is a joint editor of the [International Journal of Managerial Finance](#), serves as the academic convenor of the International Centre for Financial Services and is a director of a quantitative investment solutions company, [FinHeuristics](#). He regularly consults for industry, particularly for the hedge fund market, as well as being an expert witness on a number of state and federal court cases. He has also appeared on television and been quoted in national newspapers over the years.

Qualifications

BSc(Econ) Lond, MSc PhD Manc, CertDipHEd UNSW After graduating with a degree in monetary economics from the London School of Economics, Ralf completed a Masters in business economics and PhD in financial econometrics from Manchester Business School. Since then he has taught finance related courses at several universities throughout the world.

Corporate Strategy

An integrated study of strategic decision making in organisations that builds on the concepts introduced in Strategic Management, and on knowledge gained from previous studies in functional areas of management. Prior studies in business level strategic management enables the focus in this course to be directed towards corporate and multi-business strategy, on globalisation and cross organisational relationships, and on the role of the senior management team. The course is based on presentations by the course coordinator, on case studies, and group presentations on organisational strategies. Specific topics include diversification, managing the multi-business organisation, mergers and acquisitions, transformation, strategic alliances, globalisation, top management teams, and the implications of developments in information technology and communication for corporate strategies.



Dr Georges Baume Biography/ Background Georges is a Senior Lecturer at the Adelaide Business School at The University of Adelaide. Georges has extensive experience in graduate management education in Australia, Europe, and Southeast Asia.

He has delivered executive management programs and worked as a consultant for a wide variety of clients including: Hyatt International Hotels, Mandarin Oriental International Hotels, the Blue Mountains International Hotel Management School, the South Australian Police Force, the Australian United Fire Union, Australia Post, the Pernod Ricard Group, Orlando Wyndham, David Medlow Chocolates Inc, Mimosa Clinic, Mirabelle Pty Ltd, Sanofi-Synthelabo Inc, Filopur Pty Ltd, Temasek Holding, Eventi International in Malaysia, Riverland Wine Industry Development Council Inc., the Asia Pacific Management Centre and Institute in Singapore and Hong Kong, as well as the Hopkins Training and Education Group in Hong

Kong.

Qualifications B.A., Dip.Ed. (Flinders University) M.Sc. (Oxford University) M.B.A., Ph.D. (Adelaide University)

Awards & Achievements

2008 Nominated for Carrick Citation for Outstanding Contribution to Post Graduate Teaching and Student Learning.

2007 Nominated for Carrick Citation for Outstanding Contribution to Post Graduate Teaching and Student Learning.

2006 Nominated for Carrick Citation for Outstanding Contribution to Post Graduate Teaching and Student Learning.

Nominated for Faculty of the Profession Best Post Graduate Lecturer Award.

2005 Winner of the Adelaide University Postgraduate Students' Association lecturer of the year award

2004 Nominated for the Adelaide University Postgraduate Students' Association lecturer of the year award Nominated for the Pearson Education ANZAM Management Educator of the year award.

2003 Winner of the Adelaide University Postgraduate Students' Association lecturer of the year award 2002 Nominated

for the Adelaide University Postgraduate Students' Association lecturer of the year award Nominated for the Stephen

Cole and the Elder prizes for excellence in teaching at the University of Adelaide

New Product Development and Innovation

The objective of this course is to equip students to manage and coordinate elements involved in innovation and new product development from a marketing perspective. A key part of the learning in this course will be based on a real client project. Students undertaking this course will develop these skills with a product development and commercialisation plan which will include identification of market opportunities and path to market. In developing this plan, the student will gain insights into the management of interfaces between product developers, designers, venture capitalists and other stakeholders critical to the innovation process. Main topics include: New Product Development (NPD), the role of market research and design for NPD, managing a NPD team, innovation and operations management, management of R&D projects, technology and knowledge, gaining market value from innovation, managing intellectual property.

Nigel Barker Biography/ Background

MMktg, GradDipM

Nigel is an adjunct lecturer for Adelaide Business School and regularly lectures for various graduate schools and universities throughout Australia and overseas. Nigel has taught a wide range of subjects including, Strategic Marketing, International Marketing, Consumer Behaviour, Marketing Communications and Brand Management and is particularly interested in brand development and communications issues. He has also presented short professional courses in developing marketing plans and small business management. Following his move from the UK in 1997 where Nigel held a range of marketing positions, he gained his Masters in Marketing from Charles Sturt University. Nigel now focuses most of his attention on academic lecturing and undertakes many classes for both The University of Adelaide and The Business School. Nigel also runs his own marketing consultancy and has undertaken projects for a range of Adelaide based organisations as well as for various government institutions in conjunction with his lecturing commitments. Nigel has travelled extensively.

Family Business: Issues and Perspectives

The course aims to enhance our understanding of the characteristics and contributions of family owned and managed businesses which dominate the private sector landscape. The implications of family ownership control and the multiple perspectives of owners, managers, shareholders, employees, board members, advisors to and customers of family businesses will be explored. Issues examined will include interactions between family and nonfamily members working in the business, flexibility and innovation opportunities, governance structures necessary to optimise performance, potential conflicts and tensions, and professionalization requirement to achieve and maintain competitive advantage. Relevant theoretical frameworks will be canvassed. The course will appeal to those owning their own business, or aiming to do so, as well as those interacting with family businesses as managers, employees, customers, consultants or advisors. Students will have the opportunity to hear and evaluate senior business leaders' approaches to managing their family business.



Dr Jill Thomas Biography/ Background Jill's early career was in Human Resources Management and Training & Development in both the private sector and higher education. Jill is now a Senior Lecturer in the Business School and teaches in the Master of Business Administration (MBA) programs in Adelaide, Hong Kong and Singapore. She also teaches in the Faculty's Executive Education programs.

Jill's doctoral studies were in the area of leadership and family business and her current research activity relates to governance and human resource issues in family owned and managed businesses in the small to medium enterprise (SME) sector. **Qualifications** BA (ANU), MBA (U of A), PhD(UniSA)

International Environment Law

After a brief introduction concerning the origin and the history of international environment law the current system of law-making shall be the main focus of the course. Analysis of the relevant actors such as States and their representatives, governmental and non-governmental organisations, expert bodies and the national electorates. Analyse the various sources of environmental legislation, the treaty law constituting the main focus of attention. Instruments, such as the international regimes on ozone protection, climate change or biodiversity will be examined and compared to non-binding instruments, such as the Stockholm and the Rio Declaration or Agenda 21. On the one hand the course will deal with the material contents and the effectiveness of each of these instruments. On the other hand, they shall serve to illustrate different regulatory approaches and techniques (such as the so-called framework-protocol-approach) that are typical of international environmental law-making.

Special emphasis shall be put on comparing the effectiveness and the modalities of treaty implementation in various countries against the background of cultural, economic, social and other differences. Finally, a typical negotiation scenario - such as the Conference of the Parties dealing with the Kyoto Protocol - shall be simulated. Students will be provided with the bargaining positions of individual actors (as far as these are available) in order to re-enact the actual negotiation process and to come up with possible solutions.

Lecturer: Paul Leadbeater

Business School

REGISTER YOUR INTEREST NOW



THE UNIVERSITY
OF ADELAIDE
AUSTRALIA

If you are interested in attending The University of Adelaide
Business School MBA Summer Program

Please fill in the form and email to yvonnechan@naaec.com.sg

First Name:	
Last Name:	
Current University you are studying at:	
Current program you are studying:	
Course you are interested in taking in Adelaide:	
Would you like to have your accommodation meals arranged for you:	
Are you interested in sightseeing and industry tours in Adelaide:	
Contact Email:	
Questions:	

Business School



THE UNIVERSITY
OF ADELAIDE
AUSTRALIA

2010 MBA Summer School Timetable

Monday 4 January - 22 Friday January 2010

Date/Time>	Mon 4 Jan	Tues 5 Jan	Wed 6 Jan	Thurs 7 Jan	Fri 8 Jan	Sat 9 Jan	Mon 11 Jan	Tues 12 Jan	Wed 13 Jan	Thurs 14 Jan	Fri 15 Jan	Sat 16 Jan
Room ▾	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm	9am - 3.30pm
Santos (PG HUB)	MCO	NPDI*	MCO	NPDI*	MCO	NPDI*	MCO	NPDI*	MCO	NPDI*	MCO	NPDI*
Bank SA (PG HUB)	FBIP	GWM	FBIP	GWM	FBIP	GWM	FBIP	GWM	FBIP	GWM	FBIP	GWM
233 Nth Tce 515 Seminar Room	CS	SOM	CS	SOM	CS	SOM	CS	SOM	CS	SOM	CS	SOM
233 Nth Tce 517 Seminar			IEL*		IEL*		IEL*		IEL*		IEL*	

Class Nos.

MCO	MANAGEMENT 7087 - Managing Contemporary Organisations
92247	Ms Lois Whittal
GWM	CORP FIN Global Wealth Management
92246	Prof. Ralf Zurbrugg, Assoc Prof. Barry Burgan
CS	MANAGEMENT 7042 - Corporate Strategy
92243	Dr Georges Baume
NPDI	MARKETING New product Development and Innovation
92245	Mr Nigel Barker <i>*Available to MBA and PG students</i>
FBIP	MANAGEMENT 7228 - Family Business Issues and Perspectives
92244	Dr Jill Thomas and Dr Chris Graves
SOM	MANAGEMENT 7090 - Strategic Operations Management
92248	Mr Max Zornada
IEL*	International Environmental Law
92276	Professor Rob Fowler

Attractions/ Sightseeing

- Sea link Kangaroo Island Day Trip, inc Eucalyptus distillery, Seal Bay, Remarkable Rocks...
- Barossa Valley Wine Tasting Tours
- Coopers Brewery- Industry Tour and Tasting
- World Tennis Challenge
- Moonlight Cinema
- University Tour
- Domestic Flights available to Sydney, Melbourne, and Queensland

Accommodation

There are a variety of affordable accommodation options in Adelaide and the surrounding area. We can provide you with information and assistance in finding suitable accommodation.

<http://www.theoaksgroup.com.au/oaks-embassy/>

<http://www.questmansions.com.au/>

<http://www.adelaideapartments.com.au/>

Location

The University of Adelaide South Australia, located in the Adelaide CBD

Who Can Apply

This course is targeting current MBA and Postgraduate Students. However all students are welcome to apply.

Course Fees

S\$2250 (GST not applicable)

RSVP

RSVP by 20 November 2009

Yvonne Chan yvonnechan@naaec.com.sg