



GRADUATE SCHOOL OF
BUSINESS & ECONOMICS



Master of Enterprise
(Executive)
2012

Creating skilled leaders

Why the Master of Enterprise (Executive)?

The ultimate objective of the Master of Enterprise (Executive) is to create skilled leaders, executives and general managers who can drive their organisations forward.

This innovative degree provides advanced knowledge in the eight core subject areas required by leaders in the modern organisation.

The program combines the academic rigour of Australia's leading research University with practical case studies. Participants conduct applied field studies in every subject, creating immediate value to themselves and their organisation.



The limited intake of up to 25 participants per year allows participants to develop valuable relationships with their fellow students from a wide variety of industries.

Graduates of the Master of Enterprise (Executive) have achieved positions of CEO, Managing Director and General Manager in national and international organisations.

Flexible course structure and delivery

The Master of Enterprise (Executive) is designed to be completed in a one year period, but can be undertaken over an extended period if this better suits professional and/or personal needs. A key feature of the program is its rolling intake, which offers applicants four different starting dates per calendar year.

The Master of Enterprise (Executive) is offered in four intensive one week blocks held at the University of Melbourne's Parkville campus. Two subjects are taught in each week and participants can elect to complete either one or two subjects in each weekly block. Applications close 4 weeks prior to the delivery of each subject. To achieve the award of Master of Enterprise (Executive) participants must complete all eight subjects offered.

Who should enrol?

The Master of Enterprise (Executive) is designed for individuals with 10 or more years of professional experience. Participants are executives in middle to senior management positions across a variety of sectors and industries.

Program Director

Professor Danny Samson is a Professor of Management in the Graduate School of Business and Economics at the University of Melbourne.

Prior to receiving his PhD in management, Professor Samson worked as an engineer. During his academic career he has been a consultant to senior executives in manufacturing and service sector organisations, in Australia and elsewhere. He regularly provides industry and executive seminars and has participated in a number of committees and industry bodies including as a member of the Australian Manufacturing Council, the Commonwealth Government Industry Task Force on Leadership and Management and as board member of TAC in Victoria, an insurer with \$6 billion in assets.

Professor Samson has published over one hundred academic research articles in leading international journals, is Associate Editor of the Journal of Operations Management and has written numerous industry leading books in the areas of management and operations management.

Assessment

Assessment includes an assignment and a supervised workplace field project. All projects are applied by the participant to their real work environment to create evidence based outcomes that deliver immediate benefits to the organisation.

Fees

2012 fees for the Masters program are A\$3,290 per subject.

Please note: fees are subject to an annual increase.

Graduate Testimonials

"I recommend the Master of Enterprise program with the University of Melbourne as a significant experience of a high level qualification which provoked, tested, challenged and developed my strategic thinking to a higher level. This Masters program is no ordinary experience and I encourage those that wish to think outside the square to engage in this program in order to experience a very satisfying level of additional knowledge and academic recognition from one of Australia's prestigious Universities."

Dr Derek Ambrose
Chief Financial Officer / Executive Manager,
Australian Communications and Media
Authority - Canberra (2010)

"The Master of Enterprise has given me the confidence and skills to make the move from a superintendent role to a processing plant manager role. I now oversee nine processing plants, over several regions, and play an active role into the development of new resources. It is a pretty exciting and rewarding situation. I highly recommend the MOE to anyone who is looking to make the move into a management or executive role."

Paul Griffin
Group Manager, Metallurgy Group Support
Newcrest Mining Limited - Melbourne (2010)

"The University of Melbourne's strength is applying academic cases to solve business problems, which makes it relevant to executives seeking further learning experiences and development. The University's management and leadership education is relevant to our corporate environment and is adding a new dimension to the way we view our business."

George Zoghbi
President, Cheese and Dairy
Kraft Foods - North America (2008)

Core subjects



MARKETING FOR MANAGERS

This subject introduces the basic conceptual frameworks of marketing, including segmentation, targeting and positioning. It provides an introduction to buyer behaviour and the issue of how customers think.

Topics include the nature and importance of customer loyalty, building customer retention, the notion of customer lifetime value, managing positive customer experiences, and brand management and brand communication. Participants are also introduced to basic concepts in market research and marketing ethics.

STRATEGY, ETHICS AND GOVERNANCE

This subject examines the nature of strategy in organisations, personal and organisational ethics, and the challenges in designing appropriate governance arrangements.

Topics include an overview of a variety of frameworks for analysing an organisation's internal and external environments, the notions of commitment and uncertainty and the challenges they pose in strategy formulation, and achieving organisational adaptation and ambidexterity. Participants are also introduced to the bases upon which managers can make ethical decisions, the role of corporate values, the role of the board in strategy decisions, whether to hire insiders or outsiders for the role of CEO, and how to approach the task of leadership succession planning.

PRODUCTION AND OPERATIONS MANAGEMENT

This subject brings in to focus the role and contribution of the organisations systems and processes of making and delivering the organisation's goods and services, with high levels of efficiency and effectiveness.

Topics include the link between strategy and operations, operations focus, productivity, planning and control of inventory, continuous improvement, quality management, operations excellence, best practices, project management, supply chain management, and systematic innovation capability.

FINANCIAL AND PERFORMANCE MANAGEMENT

This subject provides the financial analysis and other methods that managers need, in order to lead organisations, monitor and control operations and allocate resources. It also provides an understanding of specific non-financial measures and metrics associated with long-term sustainability and business success.

QUANTITATIVE ANALYSIS FOR MANAGERIAL DECISION

This subject involves skill building in decision analysis methods for managers, including probability, decision trees and linear programming, and correlation and regression techniques.

Decision trees and related processes are used as a way of supporting managerial decisions, and leading to higher levels of organisational effectiveness. We will gain an appreciation of how quantitative methods can deliver better information for managerial decisions, through application of these techniques.

LEADERSHIP AND MANAGEMENT

This subject provides the concepts and skills of leadership and management, including the perspective of the CEO and business unit manager, and introductions to the major topics of strategic leadership, business/ organisational behaviour and effective performance outcomes.

Topics covered include, leadership and management, motivation and teamwork, new product development and commercialisation, becoming the excellent organisation – business improvement strategies, and the core principles of excellent organisations.

MANAGERIAL ECONOMICS

This subject provides the core concepts of price theory, and economic policy and management for professional managers. It provides participants with the knowledge of rational micro and macro frameworks that are necessary for professional managers to be effective in decision making and resource allocation.

It relates basic economic theory to organisational and market behaviours, and to business strategies.

BEHAVIOUR AND LEADERSHIP IN ORGANISATIONS

This subject develops knowledge of theories of human behaviour that help us to meet the practical challenges of leadership in today's organisations.

The subject draws on two important conceptual developments that have emerged in recent times. The first is the realisation that leadership is best understood as being exercised through formal and informal social networks. The second is that the responsibility to be a leader is not restricted to the upper echelons of management but is distributed through all levels of an organisation.

Dates	Subject	Time
13 - 17 February 2012	Marketing for Managers	8.30am - 12.30pm
	Strategy, Ethics and Governance	1.30pm - 5.30pm
21 - 25 May 2012	Production and Operations Management	8.30am - 12.30pm
	Quantitative Analysis for Managerial Decisions	1.30pm - 5.30pm
27 - 31 August 2012	Leadership and Management	8.30am - 12.30pm
	Managerial Economics	1.30pm - 5.30pm
12 - 16 November 2012	Financial and Performance Management	8.30am - 12.30pm
	Behaviour and Leadership in Organisations	1.30pm - 5.30pm



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About the Graduate School of Business and Economics at The University of Melbourne

The Graduate School of Business and Economics is a leading provider of graduate business education, offering a wide range of specialist programs and exceptional opportunities for participants.

The GSBE is known for its practical, relevant and challenging executive experience designed to inspire leadership and career development.

Our emphasis on excellence in research and teaching produces a vibrant community of scholars and provides outstanding learning experiences.

The GSBE was the first business school in Victoria and only the second in Australia to earn accreditation by the Association to Advance Collegiate Business Schools International (AACSB) for both business and accounting. AACSB accreditation represents the highest achievement for an education institution awarding business degrees.

The University of Melbourne is ranked No. 1 in Australia and is the only Australian university to rank in the Top 100 of the Business and Economics subject area in the Shanghai Jiao Tong ranking of world universities.

The Graduate School of Business and Economics works in partnership with the School of Melbourne Custom Programs to deliver a diverse suite of accredited executive education degrees.

Customised Program

The Master of Enterprise (Executive) can also be tailored to meet the needs of individual corporate and government clients via the University's specialist industry experts and is available in whole or in part on an in house basis.

To talk about customising the Master of Enterprise (Executive) for your organisation, please contact Ms Brooke Young, Director of Marketing and Commercial Engagement, Graduate School of Business and Economics at gsbe-execed@unimelb.edu.au. For further information please visit: www.gsbe.unimelb.edu.au/execed

For further information, general enquiries and applications contact:

Kathy Griffiths
Project Manager
School of Melbourne Custom Program
T: +61 3 9810 3174
F: +61 3 9810 3149
E: moe@mccp.unimelb.edu.au

For further information please go to our website

www.mccp.unimelb.edu.au/courses/award-courses/masters/enterprise

UoM Commercial Ltd
442 Auburn Road
Hawthorn VIC 3122, Australia
www.commercial.unimelb.edu.au
ABN 53 081 182 685

DISCLAIMER

The information in this brochure was correct at the time of printing. The University reserves the right to make changes as appropriate. Changes may be made to such things as course content and presenters. Students will be advised of changes as soon as practicable.

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